

# Joycelyn Scaramuzzino

Public Relations Specialist

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## Profile

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### Details

[joycelyn.scaramuzzino@gmail.com](mailto:joycelyn.scaramuzzino@gmail.com)

(746) 552-1804

2345 Elm Street, Albuquerque, NM 87106

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I am a Public Relations Specialist with over 3 years of experience. I have successfully planned and executed PR campaigns for both small and large companies. I have a proven track record in media relations, event planning, and social media marketing. I am an expert at creating positive relationships between my clients and the public.

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## Employment History

### Public Relations Specialist at Southwest Strategies, NM

Mar 2022 - Present

- Wrote and distributed press releases to local, state, and national media outlets.
- Arranged interviews between reporters and company spokespeople.
- Monitored news stories for mentions of the company or its products/services.
- Wrote articles for the company newsletter and website.
- Developed relationships with key members of the media.

### Public Relations Associate at The Agency, NM

Sep 2019 - Jan 2022

- Wrote and distributed press releases to local, state, and national media outlets resulting in positive coverage of the company in The New York Times, Wall Street Journal, Chicago Tribune, etc.
  - Arranged interviews with high-profile individuals for potential features in trade publications.
  - Successfully pitched stories about the company to reporters which led to increased awareness of the brand.
  - Managed social media accounts for the company across all platforms including Twitter, Facebook, LinkedIn & Instagram; grew followers by X% & engagement by Y%.
  - Wrote content for website that helped increase web traffic by Z%.
  - Assisted with planning and executing events such as conferences & product launches.
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## Education

### Bachelor of Science in Public Relations at University of New Mexico

Aug 2014 - May 2019

Some skills I've learned are: effective communication, writing press releases, social media management, and event planning.

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## Links

[linkedin.com/in/joycelynescaramuzzino](https://www.linkedin.com/in/joycelynescaramuzzino)