

Azalia Eckardt

Publicity Manager

Profile

As a publicity manager for over 5 years, I have gained extensive experience in the field of public relations. I have successfully implemented PR campaigns for both small and large businesses, gaining media attention and ensuring positive coverage. My skills include excellent writing ability, creative thinking, and interpersonal communication. I am able to work well under pressure and meet deadlines while maintaining a high level of quality in my work.

Employment History

Publicity Manager at Smith Publicity, IN

Jun 2022 - Present

- Led a team of 4 in executing a successful publicity campaign for the launch of a new product, generating \$2.5 million in sales within the first month.
- Successfully pitched and secured media placements with top-tier outlets such as The New York Times, Wall Street Journal, and Forbes magazine.
- Wrote press releases that resulted in an increase of website traffic by 25%.
- Managed social media accounts for 3 clients simultaneously, increasing followers by 10% on average per month across all platforms (Facebook, Twitter, Instagram) while maintaining high engagement levels (<10%).

Assistant Publicity Manager at M3 Public Relations, IN

Aug 2017 - Apr 2022

- Wrote and distributed press releases for new product launches which resulted in an average of 10 placements per launch.
- Managed social media accounts for 3 clients, growing followers by 15% on average per month.
- Negotiated and secured print, online, and broadcast interviews with top-tier outlets including The New York Times, Wall Street Journal, Fast Company etc.
- Wrote pitch letters to secure speaking opportunities at high profile conferences such as South By Southwest Interactive (SXSWi), Web Summit etc.
- Developed relationships with key members of the press resulting in consistently positive coverage across all channels.

Education

Bachelor of Science in Public Relations at Purdue University

Aug 2013 - May 2017

Some skills I've learned are effective communication, writing press releases, and social media marketing.

Details

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Links


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

Skills

Writing



Editing



Proofreading




Researching




Organizing



Planning



Time Management



Languages

English



Italian



Hobbies

Organizing events

Socializing

Networking