

Rebecca Austin

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EXPERIENCE

PR Senior Account Supervisor, *Quinn PR*

November 2024 - Present (New York, NY)

- **Account Management:** Managed account teams (2-4) delivering media relations, client management, coaching and editorial oversight to achieve consistent earned-media results and high client satisfaction
- **Story Ideation:** Generated and pitched creative story ideas and newsworthy angles aligned with client objectives and target media, securing coverage in top-tier travel, lifestyle, and business outlets
- **Media Relations:** Cultivated and maintained relationships with journalists, bloggers and broadcast producers across print, digital and TV to deliver strategic, strong and consistent media results
- **Client Relations:** Responsible for client satisfaction, strategic results and maintaining healthy relationship
- **Content Development:** Draft and edit press materials, releases, media alerts and newsroom content in AP style; managed review/approval workflows with account team
- **Crisis Communication:** Produced talking points, Q&As and reactive statements and supported crisis communications strategy
- **Creative Partnerships:** Provide ideation, concept development, and outreach for creative brand partnership ideas
- **Social Media:** Provide social media strategy, advice, research, campaign ideas and provide and/or supervise influencer communications management
- **Business Development:** Support new business initiatives and client expansions.
- **Research:** Stay on top of current industry news and trends and perform analysis of clients and travel marketplace
- **Media Outreach:** Lead high-level journalist outreach and supervised junior staff on media list creation, outreach tracking and coverage follow-up

PR Senior Account Executive, *Development Counsellors International*

August 2022 - November 2024 (New York, NY)

- **Client Relationship Management:** Act as primary point of contact for clients and maintain robust communication through regular meetings, conference calls, and detailed reports to exceed deliverable goals.
- **FAMS + Events:** Pitched, hosted and coordinated press events, FAMS and media visits; managed logistics, media briefings and on-site spokesperson support
- **Team Leadership:** Oversee account work of junior team members, providing mentorship, training, and constructive feedback.
- **Media Results:** Drive strong media coverage and measurement through strategic outreach and relationship-building with key journalists.
- **Crisis Management:** Assist in development and implementation of crisis communication strategies.
- **Content Development:** Identify compelling stories and pitches; review, write and edit press releases, media alerts, and pitches to secure coverage.

PR Account Executive, *Development Counsellors International*

August 2021 - August 2022 (Los Angeles, CA)

- **Client Liaison:** Proactively communicate with clients to ensure needs and goals were met or exceeded.
- **Media Relations:** Establish strong relationships with key media contacts, securing coverage in targeted outlets.
- **Event Coordination:** Plan and manage media events, press conferences, and familiarization (FAM) trips to promote client offerings and engage media.
- **Content Development:** Write and distribute press materials to secure coverage and enhance visibility.
- **Reporting:** Conducted analysis of media coverage to provide clients with actionable insights and reports.

PR Specialist & Copy Editor, *Consortium Media*

March 2020 - August 2021 (Ventura, CA)

- **Client Relations:** Maintained strong relationships with clients and key media personnel, enhancing overall PR effectiveness.
- **Campaign Leadership:** Strategized and executed PR and social media campaigns for diverse clients in the lifestyle and entertainment sector.
- **Content Writing + Editing:** Drafted and edited engaging copy across various platforms, ensuring alignment with client brand voices.
- **Influencer Engagement:** Developed and managed partnerships with influencers to expand client reach.
- **Analytical Reporting:** Prepared comprehensive reports detailing campaign performance and media placements.

PR Associate, *Consortium Media*

October 2018 - March 2020 (Ventura, CA)

- **Media List Development:** Created targeted media lists and weekly press reports using Cision and MuckRack.
- **Event Promotion:** Coordinated and promoted events, maximizing exposure and engagement.
- **Admin:** Prepared materials and information for client reports, pitch decks and monthly recaps
- **Media Analysis:** Compiled and analyzed media coverage for strategic insights and reports.
- **Research Support:** Conducted media research to identify new opportunities and support team initiatives.

SKILLS

- Cision, Meltwater, MuckRack, Microsoft Office, SharePoint

EDUCATION

- Bachelor's Degree, Communications + Global Studies: California Lutheran University 2018, Cum Laude