

# Rebecca Austin

Public Relations Specialist/Copy Editor

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- 📍 Simi Valley, California

## EXPERIENCE

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### Public Relations Specialist/Copy Editor

Consortium Media

03/2020 - Present

- Strategize/Lead PR and social media campaigns for multiple clients
- Draft and edit copy for blogs, social media posts, e-blasts, ads, graphics and websites while maintaining brand voice and creativity
- Establish and maintain relationships as primary liaison for clients, media contacts, influencers and key spokespeople
- Prepare professional client reports, pitch decks and monthly recaps
- Mentor and supervise interns

### Public Relations Associate

Consortium Media

10/2018 - 03/2020

- Craft/Distribute unique, personal pitches to media
- Research, write, and distribute press releases to targeted media
- Event advertisement and promotion
- Write radio talking points, advertisements and video scripts
- Establish Influencer partnerships and outreach
- Collate/Analyze media coverage and placements for Earned Media reports

### Public Relations and Social Media Intern

Consortium Media

06/2018 - 10/2018

- Compile media lists through Cision and develop weekly press placement reports
- Upload and post media to online wire services and various distribution channels
- Conduct thorough media searches and research new media opportunities
- General office administrative duties and team support

### Barista

Starbucks Coffee Co.

02/2017 - 05/2018

- Provide excellent customer service
- Ensure timely orders and manage cash finance/till responsibilities
- Maintain store cleanliness and food/drink preparation

## SKILLS

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Press Release Writing	Intermediate
Cision	Intermediate
Copywriting	Intermediate
Copy-Editing	Intermediate
Media Relations	Intermediate
Media Research	Intermediate
Facebook Ads	Beginner
Social Media Management	Beginner
Google Analytics	Beginner

## EDUCATION

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### Communications and Global Studies

California Lutheran University

2018

Bachelor's Degree

- Study Abroad- University of Oxford
- Cum Laude
- Concentration: Journalism