

# Rebecca Austin

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## EXPERIENCE

**PR Senior Account Executive, Development Counsellors International** August 2022 – Present (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.
- **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.
- **Business Development:** Support new business initiatives and client expansions.
- **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.

**PR and Social Media Intern, Consortium Media** June – October 2018 (Ventura, California)

- **Media List Development:** Compile media lists using Cision and MuckRack; create weekly press placement reports.
- **Media Distribution:** Upload and distribute media to online wire services and other channels.
- **Research:** Conduct thorough media searches to identify new opportunities.
- **Administrative Support:** Assist with general office duties and team support.

## SKILLS

- Cision/MuckRack, Client/Media Relations, Content Development, Crisis Communication, Media Research

## EDUCATION

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