

Resume strategy is crucial for recent graduates, who must compete with experienced professionals in the job market. Lisa Michael has not yet found her first full-time job in PR. Combining two internships at WXYZ and listing a part-time position at a firm owned by a family friend, gives her much-needed experience. The bold graphic adds interest to this polished format in a highly visual medium.

## Lisa Michael

### PUBLIC RELATIONS PROFESSIONAL

[www.linkedin.com/in/lisamichaels](http://www.linkedin.com/in/lisamichaels)

(843) 798-9443 / [lisamichaels@yahoo.com](mailto:lisamichaels@yahoo.com) / [twitter: @lisamichaels](https://twitter.com/lisamichaels)



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*“When public relations wins the consumer’s heart...the rest is easy.”*

Dynamic, personable team energizer with broad connections in radio, TV and print media combined with expertise in thinking strategically and executing flawlessly, to accomplish lofty PR goals.

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### Professional Experience

MORTAR PUBLIC RELATIONS – New York, NY

2015 – Present

#### PUBLIC RELATIONS MANAGER

Recruited as a media professional from a field of 150+ candidates. Provide unique publicity insights for a prestigious PR firm with emphasis on visual media. Leverage expertise in split-second decision-making to write press releases, plan events and secure media coverage for clients within the corporate and nonprofit sectors.

- **Networked with broad industry contacts to land an appearance on Columbus Nightly News with anchor Paul Gordon**, to publicize a client’s wildlife documentary film.
- **Won the Excellence in PR Award from *Inside PR Magazine*** (in collaboration with a top-flight team of PR professionals) by garnering local, regional and nationwide publicity for clients.
- **Elevated visibility leading to \$2M in new donations** for the annual cabaret fundraiser benefitting the Sarah Miller Center for Child Development in Brooklyn, NY.

WXYZ – Baltimore, MD

2010 – 2015

#### PUBLIC RELATIONS SPECIALIST/COPY EDITOR/ PRODUCER

Handpicked by a local TV station to manage multiple projects simultaneously based on a reputation for professionalism. Leveraged broad network of contacts within the New York entertainment, publicity and media communities to deliver exceptional results on tight timelines.

- **Created content for four award-winning live newscasts daily**, including the morning show, *Coffee Talk*, by collaborating closely with a diverse, highly professional cross-functional team.
- **Influenced stars from a top Broadway show to appear** on the morning TV news program.
- **Earned #1 ratings for the first time ever**, in a key demographic for the *Grand Morning Today!* news program by reenergizing content with high-impact copy that was crisp and informative yet fun.
- **Introduced use of social media to increase audience engagement**, following viewer comments on Twitter and Facebook and incorporating them into the news broadcast.

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### Education

**B.S. in Journalism, 2015** – MORGAN STATE UNIVERSITY

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