Key Skills in Media Relations:

- **Strategic Storytelling**: I specialize in crafting compelling narratives that align with brand goals while meeting the needs of media outlets. By pitching relevant and timely stories, I've consistently secured coverage in high-profile networks and publications.
- **Targeted Media Outreach**: I am skilled in identifying the right media contacts to ensure maximum impact. From niche industry publications to top-tier media outlets, my targeted outreach strategy has resulted in increased media visibility for my clients.
- **Crisis Management**: When managing crises, I've maintained positive relationships with the media by providing transparent and prompt communication. This approach has helped mitigate negative press and rebuild trust with key stakeholders.
- **Press Release Development**: I excel in writing press releases that grab attention and tell the brand's story in a clear, concise, and engaging manner. These releases have led to coverage in several media outlets and resulted in enhanced brand awareness.
- **Media Training**: I've trained small business owners and spokespersons to effectively communicate with the media, ensuring that interviews and press conferences reflect the brand's key messages and values.

Notable Achievements:

- Secured a high-profile pet influencer coverage in PetAge magazine resulting in a 30% increase in media mentions.