

KIRSTEN A. JAMES

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EDUCATION:

Iona College, New Rochelle, NY

M.A. in Public Relations, Advanced Certificate: Nonprofit Public Relations · GPA: 4.0, 2018

Quinnipiac University, Hamden, CT

B.A. in Media Studies · Minor: Sociology, 2015

PROFESSIONAL EXPERIENCE:

MMGY NFJ, New York, NY

Account Coordinator • 11/2019-04/2020

- ❖ Assisted in development, planning and implementation of PR campaigns for clients including: South Dakota Tourism, Visit Rapid City, Refinery Hotel, Pod Hotels, Etihad Airlines and Isrotel Hotels
- ❖ Contributed ideas for stories, programs and special events and assisted with the creation and presentation of yearly PR plans
- ❖ Wrote and edited press materials such as press releases, pitches and fact sheets
- ❖ Handled media list creation and distribution of press releases to over 1,000+ journalists
- ❖ Monitored and coordinated editorial calendar listings and pitched 15+ weekly stories to appropriate media
- ❖ Tracked media coverage and monitored pitching results
- ❖ Responded to media inquiries and arranged press trips and events

Eleven Six PR, New York, NY

Account Coordinator • 02/2019-10/2019

- ❖ Developed public relations campaigns for tourism and lifestyle clients including: Visit Richmond, Queensland, Australia, Cavit Wines, Kimpton Ink48 Hotel, Kimpton Muse Hotel, The Ritz-Carlton New York, Westchester, Hyatt Regency Maui Resort & Spa and Red Savannah
- ❖ Drafted press releases and assist with mass mailings and distributions to media lists with over 1,000 contacts
- ❖ Coordinated press trips, FAM trips and client events
- ❖ Compiled extensive agency activity and media coverage for monthly reports
- ❖ Wrote pitches and pitched to relevant media contacts
- ❖ Created engaging content calendars for social media channels (Instagram and Facebook) for three clients and monitored all pages
- ❖ Liaised with media, organizations and influencers to establish partnership opportunities

New Rochelle City Hall, New Rochelle, NY

Communications Coordinator, Youth Bureau • 11/2016-02/2019

- ❖ Posted dynamic content to the Youth Bureau's social media sites (Facebook, Instagram, YouTube, and Twitter) which translated to a 30% growth in followers, likes, and engagement within a six-month period
- ❖ Created marketing materials such as newsletters and brochures
- ❖ Organized fundraising events with over 200 guests in attendance which helped to secure over \$20,000 in additional funding for the organization
- ❖ Coordinated media relations efforts for all events and community outreach initiatives

Iona College, Mass Communication Department, New Rochelle, NY

Graduate Assistant • 08/2017-05/2018

- ❖ Designed and wrote monthly newsletters and blogs for the Mass Communication Department, reaching 500 faculty, students, and alumni
- ❖ Collaborated with the Iona College basketball team to craft compelling stories to publish in the mass communication blog which resulted in a 20% increase in site visitors within an 9-month period
- ❖ Posted to the Westchester Chapter of the PRSA's Twitter and Facebook social networks

Black Bride Magazine, Atlanta, Georgia

Public Relations Intern, Remote • 11/2016-9/2017

- ❖ Directed strategy for social media campaigns
- ❖ Researched relevant contacts for media lists and compiled data for media outreach
- ❖ Prepared press releases and created press kits for Atlanta news outlets and potential advertisers
- ❖ Maintained advertiser databases, templates, and contact lists

AFFILIATIONS:

Member, Golden Key International Honor Society, 2017-Present

Member, Sigma Gamma Rho Sorority, Inc., 2012-Present

SKILLS:

Analytics, Blogging, Content Creation, Cision, Digital Media, Event Planning, Hootsuite, Later, Media Clips, Meltwater, Media Kits, Media Lists, Microsoft Office, Newsletters, Photoshop, Pinterest, Sales, Social Media, Strategic Communications, Trendkite, WordPress