



Reese King

Public Relations Specialist

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LinkedIn | Portfolio

Public relations specialist with six years of experience crafting media strategies, managing brand messaging, and coordinating press outreach. Proven track record in securing media coverage, boosting engagement, and enhancing reputation for lifestyle and tech brands.

PROFESSIONAL EXPERIENCE

Public Relations Specialist

Velocity Communications | Miami, FL | April 2019 - Present

- Generated 40+ media placements annually in national outlets, increasing brand visibility and audience engagement
- Developed strategic press kits and messaging for six product launches, leading to 130% increase in mentions
- Managed crisis communications during product recalls, maintaining trust and controlling narrative

Communications Coordinator

Urban Influence | Orlando, FL | June 2017 - March 2019

- Drafted press releases, social copy, and internal communications aligned with client brand voice
- Tracked media trends and competitor activity, informing monthly strategy shifts and adjustments
- Built relationships with key journalists, resulting in higher open and response rates for outreach

CERTIFICATIONS

Accredited in Public Relations (APR)

PRSA | 2022

HubSpot Content Marketing Certification

2023

EDUCATION

Bachelor of Arts (B.A.) in Public Relations

Florida State University | Tallahassee, FL | May 2017

KEY SKILLS

- Crisis communication - Expert
- Media pitching - Proficient
- Press release writing - Competent
- Social media strategy - Amateur
- Stakeholder messaging - Beginner