

# MADELINE HAYES

## Public Relations Manager

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(123) 456-7890  
LinkedIn URL



**Public relations manager with expertise in media outreach and reputation management**

PR manager with 9+ years' experience increasing media visibility by 45%, executing crisis plans, and delivering 30% more event coverage year-over-year.

## KEY SKILLS

- Media relations
- Crisis communication
- Press release writing
- Brand reputation management
- Event PR strategy

## PROFESSIONAL EXPERIENCE

### ● PUBLIC RELATIONS MANAGER

*NextGen PR Agency | Seattle, WA | April 2018 - Present*

- Secured media placements in top-tier outlets, increasing brand visibility by 45%
- Develop crisis communication plans, mitigating brand risks during PR challenges
- Organized press events that generated 30% more media coverage than previous years

### ● PR SPECIALIST

*Legacy Media Solutions | Seattle, WA | June 2014 - April 2018*

- Wrote press releases that gained coverage in national publications
- Managed influencer collaborations that boosted brand mentions across digital platforms
- Built media relationships that resulted in consistent brand exposure

## EDUCATION

### ● BACHELOR OF SCIENCE IN PUBLIC RELATIONS

*University of Washington | 2014*