

James Steers

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Education

New York University; Master of Science, Public Relations and Corporate Communication. January, 2014 – January, 2016 | NY, USA

University of Portsmouth; Bachelor of Arts, Marketing with Psychology September, 2008 – July, 2011 | Portsmouth, UK

Relevant Work Experience

Public Relations Specialist, Lexington School and Center for the Deaf

October 2012 – Present | NY, USA

- Crafted internal and external messages consistent with Lexington’s objectives, resulting in grants, donations, and media coverage.
- Created and implemented successful digital media communications strategies focused on building social media presence; growing audience, increasing engagement, and positioning Lexington as a thought-leader.

Communications Consultant, International Coalition for the Responsibility to Protect

September 2015 – December 2015 | NY, USA

- Counseled the coalition on matters of brand image, competitor differentiation, and current communication activity effectiveness.
- Produced an extensive, well-received public relations plan to raise awareness of the coalition, including positioning statements, strategies, and achievable tactics targeted at the millennial demographic.

Publicity Intern, The Chamber Group

September 2015 – November 2015 | NY, USA

- Monitored online and offline media for all clientele; compiled press clippings, media lists, and reports for internal and external use.
- Authored sample press releases and e-blasts, and fielded calls from journalists, production teams, clients, and their management.

Communications Consultant, NYCNAK

January 2015 – May 2015 | NY, USA

- Advised NYCNAK on the positioning of its offering, using professional insight to encourage strategic advantage and market success.
- Designed comprehensive, practicable communications campaigns and outreach programs to engage target audiences, increase awareness, and gain public credibility.

Marketing Assistant, Portsmouth University Center for Enterprise

March 2012 – September 2012 | Portsmouth, UK

- Pitched, and forged relationships with, local journalists to generate coverage and wrote copy for press releases and promotional materials.
- Managed social media content and defined evaluation metrics, directed by the analysis of statistics and demographics.

Applications and Tools

- Extensive use of Microsoft Office, Google Docs, and all social media platforms.
- Proficient with AP Style, Cision, Adobe Photoshop, InDesign, and Google Analytics.