

Alana Shapiro

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EDUCATION

James Madison University

Bachelor of Arts in Media Arts & Design | Creative Advertising Concentration

Harrisonburg, VA

August 2019 - May 2023

EXPERIENCE

PUNCH Media PR

Public Relations Assistant

Philadelphia, PA

January 2024 - Present

- Writing and distributing up to five pitches and two press releases per week for clients in the hospitality sector and food & beverage industry, securing 230+ features in top-tier local and national media outlets within seven months
- Assisting in developing strategic PR plans and events by proposing creative approaches, supervising timelines, and managing outreach, resulting in the successful execution of 16 media events so far this calendar year
- Proactively engaging with key journalists and regional influencers by organizing paid collaborations, arranging media visits, coordinating broadcast segments, and providing tailored information in a timely matter
- Managing Instagram page for newly-opened client, growing follower count from 1.4k to 5.9k in two months by curating an authentic online identity and implementing content strategies that complement PR efforts

Public Relations & Social Media Intern

August 2023 - January 2024

- Handled media tracking for 20+ clients using platforms such as Critical Mention and Google Alerts; analyzed performance data on Microsoft Excel to deliver comprehensive monthly tracking reports
- Managed social media platforms for six clients, boosting overall engagement for each account by sourcing and capturing high-quality images, leveraging current social media trends, and posting content aligned with PR strategies
- Assisted in drafting and distributing over 50 pitches and press releases, and created weekly blog posts, media alerts, email marketing newsletters, and event invites to increase visibility for accounts and the agency

JMU Athletics

Social Media & Graphic Design Intern

Harrisonburg, VA

August 2022 - April 2023

- Assisted in developing and executing a targeted social media strategy for JMU Athletics by crafting daily posts and monitoring emerging social trends, leading to a 35% average increase in engagement for game day-related content
- Extended the reach of marketing efforts by creating 200+ promotional graphics for weekly magazine ads, emails, social media, out-of-home placements, and signage, maintaining consistent brand identity across platforms
- Heightened fan involvement on game days by leveraging user-generated content and capturing behind-the-scenes footage

ACTIVITIES

Alpha Sigma Alpha

Public Relations Assistant Chairwoman

Harrisonburg, VA

December 2021 - December 2022

- Collaborated with lead chairwoman to increase the chapter's online presence by utilizing online trends and posting weekly content on Instagram and Tiktok, showcasing events, achievements, and member spotlights
- Furthered recruitment efforts by capturing footage at events and creating promotional videos for potential members

AWARDS

- Awarded finalist status in the "Brand Identity" category of AIGA Baltimore's 2023 Flux Student Design Competition for designing a Logo & Brand Guide for *Tongo*, a sensory toy aimed at enhancing motor and sensory skills in young children, selected from over 600 nationwide entries

SKILLS

- Critical Mention, Constant Contact, Wordpress, Wix, Google Workspace, Canva, Press Releases, Storytelling, Social Media Management, Project Management, Media Tracking, Influencer Relations, Graphic Design, Copywriting