

ERIN KLEIN

PUBLIC RELATIONS GRADUATE STUDENT

WORK EXPERIENCE

Account Executive for JQ List / BU PRLab – January 2025 - Current

- Create media lists for JQ's new book to launch in June 2026, looking for media and event spaces, and retail locations to sell the book. Write, edit, and disburse at least five pitches weekly for various media outlets, podcasts, and online publications.
- Create 20 posts for JQ List to share on LinkedIn regarding topics on thought leadership, UGC, and luxury travel
- Update presence on social media platforms and streamline influencer content on Pinterest and Instagram, research competitor trends, and identify top-performing content
- Create a detailed PR plan for the client to detail the scope of work, expectations of the group, and timeline. Lead weekly client meetings, facilitate client communication, format and disburse a weekly activity report for JQ detailing the progress of the week

Receptionist/Admin Assistant / Tilly's Corporate Office – 2021-2022

- Created flyers and posts for the corporate social media account and company emails
- Managed and organized vendor samples for buyers and scheduled meetings
- Served as a liaison between field employees and SC employees by carefully handling employee
- calls and ensuring they were led to the appropriate person

P.A. /Social Media Manager / M.K. Interior Designs – 2020-2121

- Built company website, oversaw all website functions, established and ran all social media accounts, and increased social media engagement by 20%
- Created content for social media channels and wrote copy for social media posts
- Served as liaison between the company and third-party contractors, assisted with company errands, developed company business card, designed real-estate brochures

Writing/Journalism Intern / BeachCandy Swimwear –

August 2019- December 2019

- Created promotional content to post on social media platforms using Canva and other job-specific applications as well as prepared press releases, blogs, and flat lays
- Researched influencers, formatted influencer PR pitch assisted in marketing with brand ambassadors, assisted with organizing samples and packing customer orders
- Developed marketing strategies, optimized the website for SEO, wrote copy for the company website, and assisted in transferring the website to a different platform
- Wrote, edited, reviewed, and published company blog posts, edited promotional videos, and optimized social media accounts to keep content clean and current

CONTACT

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Portfolio: <https://erin-klein.wixsite.com/erinklein>

LinkedIn:
www.linkedin.com/in/erinlynnk

EDUCATION

Boston University / 2024-Current

Master of Science in Public Relations

California State University Long Beach

BA in Communication Studies

Minor in Public Relations

Orange Coast College

AA in Communications

SKILLS

MuckRack | Meltwater | Media Relations | Research | Writing | Collaboration | Communication
Social Media Management | Customer Service | Brand Building | Microsoft/Google Programs | Analytics | Adobe Lightroom | Canva | Adobe Indesign | Content Creation | Organization | Adobe Indesign | Editing Videos | Content Creation | Organization