

AMANDA PERRUCCI

Graduate Student

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Editorial-minded public relations professional transforming the way organizations reach their audience.
Enthusiastic, adaptable and ready to explore new territory and tackle all challenges.

EDUCATION

IE School of Human Sciences and Technology

Master in Marketing and Corporate Communications

Madrid, Spain

Oct. 2017 - July 2018

University of Alabama

Bachelor of Arts, Communication Magna Cum Laude

Tuscaloosa, Alabama

Aug. 2012 - May 2016

Universitat de Barcelona

Spanish language specialization

Barcelona, Spain

Jan. 2014 - May 2014

EXPERIENCE

Aspectus PR

Account Executive

New York, New York

July 2016 - Aug. 2017

- Created and managed press lists, monitored client coverage and maintained activity reports for clients in the financial services, cybersecurity and non-profit sectors
- Developed thought leadership content, secured media opportunities and content placement in trade and top-tier publications like CNBC, Bloomberg, The Chronicle of Philanthropy, ThinkAdvisor and more
- Crafted social media posts for technology and nonprofit clients
 - Within 6 months, increased our nonprofit client's Twitter presence by 62%
 - The Case Foundation recognized said client as top impact investing account to follow
- Researched new business targets and contributed to new business proposals
- Led office-wide pro-bono project for Badass Brooklyn Animal Rescue

University of Alabama Adapted Athletics Department

Communications Intern

Tuscaloosa, Alabama

Nov. 2015 - May 2016

- Pitched relevant and newsworthy materials to local media to increase awareness of UA's wheelchair basketball program
- Increased awareness through 18+ articles published in five different media outlets in a three-month period

Capstone Agency

Media Relations Strategist

Tuscaloosa, Alabama

Aug. 2015 - May 2016

- Managed and edited communications plans, press materials and media lists for client, Higher Education Partnership (HEP) to expand outreach and increase awareness
- Researched and wrote three blogs on PR trends and news for the website

ADDITIONAL WORK EXPERIENCE

Turner Broadcasting System

truTV Publicity Intern

New York, New York

June - August 2016

NewBeauty Magazine

Editorial Intern

New York, New York

May 2015

University of Alabama Public Relations Student Society of America (PRSSA)

Club Member and Blogger

Tuscaloosa, Alabama

Aug. 2013 - May 2016

Languages: English (native); Spanish (Professional working proficiency)

Skills: **Social Media:** Facebook, Twitter, Instagram, Pinterest; Hootsuite; Tweetdeck

Computer Software: Adobe Photoshop, Illustrator, InDesign; Cision; Gorkana