

AMANDA PERRUCCI

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Enthusiastic, proactive and creative public relations professional with conversational skills in Spanish. Proven success in journalism, media relations and social media planning and development. To learn more about me, please visit amandaperrucci.com.

EDUCATION

IE Business School *July 2018*

Madrid, Spain

The University of Alabama *May 2016*

Tuscaloosa, Alabama

Public Relations & Spanish • 3.72 GPA

Universitat de Barcelona *Spring 2014*

Barcelona, Spain

EXPERIENCE

Aspectus PR

New York, New York

Account Executive

July 2016 – August 2017

- Worked in sectors ranging from cybersecurity, nonprofit, financial services, adtech and more.
- Created and managed press lists, monitored client coverage, and maintained activity reports
- Handled proactive and reactive media opportunities
- Developed client content and executed communications strategies
- Crafted social media posts for cybersecurity and nonprofit clients as well as for Aspectus' financial services twitter: @FinServices_PR
 - Increased our nonprofit client, ImpactUs' twitter presence by 62% in 6 months
 - Recognized by the Case Foundation as a top 50 impact investing Twitter influencer
- Researched new business targets, contributed to proposals and pursued potential opportunities
- Led office-wide pro-bono project for Badass Brooklyn Animal Rescue

University of Alabama Adapted Athletics Department

Tuscaloosa, Alabama

Communications Intern

November 2015-May 2016

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

Capstone Agency

Tuscaloosa, Alabama

Media Relations Strategist

August 2015-May 2016

- Managed and edited communications plans, press materials and media lists.
- Developed targeted media lists and identify press opportunities for clients, Higher Education Partnership (HEP) to further expand outreach.
- Researched and wrote blogs on PR trends and news for website.

Turner Broadcasting System

New York, New York

truTV Publicity Intern

June-August 2015

NewBeauty Magazine

New York, New York

Editorial Intern

May 2015

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

Tuscaloosa, Alabama

Club Member & Blogger

Fall 2013-May 2016