

COLEMAN EDWARDS

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801.598.9663

EXPERIENCE

Public Relations Associate, Method Communications, Salt Lake City, Utah.

August 2016 - April 2018 (19 months)

- Executed campaigns resulting in countless client placements in top-tier publications
- Composed and edited dozens of award and speaking applications resulting in award recognitions and client speaking opportunities
- Developed thought leadership programs resulting in placements in key vertical publications

Freelance Public Relations Practitioner, Tannus Tires, Spanish Fork, Utah

February 2018 - May 2018 (3 months)

- Developed public relations product strategy resulting in top cycling trade coverage and pending coverage in other cycling publications
- Site visit and sales spikes of 6x and 3x, respectively, as a result of coverage

Account Coordinator, Bonneville Communications. Salt Lake City, Utah.

August 2015 - July 2016 (11 months)

- Worked with Mountain Accord executive director on proactive and reactive media strategies in a challenging media environment
- Executed seasonal media campaigns for LDS Church creating 5 million coverage views and 75 thousand social shares
- Coverage in Washington Post, Huffington Post, Houston Chronicle, about.com, Hellogiggles and more

Comms. Intern, Economic Development Corp. of Utah, Salt Lake City, Utah.

April - August 2013. (5 months)

- Planned and executed 10-day bicycle tour for major Taiwanese bicycle manufacturing companies (see scenictourofutah.com)
- Developed LinkedIn strategy which doubled following and engagement

Other experience:

- Intern, Eric Mower and Associates, NYC (2015)
- Account Coordinator, Alexander's, SLC (2014)

EDUCATION

BA, Communications; Public Relations: Brigham Young University. Provo, Utah 2015

EXPERTISE

Public Relations

- strategic PR planning
- media pitches
- media list research
- speaking and awards programs
- thought leadership programs
- press releases
- crisis communications
- event planning

Marketing

- influencer marketing
- blogging
- Facebook advertising
- social media

Proficiencies

- PR Newswire
- Cision/Meltwater
- TechNews/Eventrak
- Wordpress
- Sprout Social
- Photoshop/Illustrator
- Coverage Book
- NUVI

INDUSTRY INVOLVEMENT

- mountain biking and cycling
- ski and snowboard land access issues
- outdoor media and social media groups