

Reese Richmond

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Education

Boston University College of Communication

Bachelor's in Public Relations, Minor in Business Admin & Management

Relevant Coursework: Strategic Communications, Business Ethics, Digital Marketing, Crisis Communications

Activities: Boston University PRLab

Honors: Dean's List

Boston, MA

May 2025

Experience

Quotable Media Co.

Boston, MA.

Assistant Account Manager

May 2025 – Present

- Manage and expand media lists, fostering relationships with journalists and influencers to maximize PR opportunities and strengthen media partnerships.
- Contribute to brand positioning and client communication strategies, contributing to refined messaging and successful campaign execution in an evolving media landscape.
- Support day-to-day operations for multiple clients, ensuring seamless execution of deliverables and consistent campaign performance.
- Write and pitch tailored media angles, securing placements that align with brand goals and target audiences.

Public Relations Intern

January 2025 – May 2025

- Developed and distributed press materials, executing targeted media outreach to secure coverage and increase client visibility across key publications.
- Researched industry trends and assisted in content creation, shaping compelling storytelling strategies to enhance audience engagement across digital and traditional media.

Boston University PRLab

Boston, MA.

Account Supervisor

January 2025 – May 2025

- Led and oversaw two client teams, Legends of OM and Papakyrikos Therapy & Performance Inc, managing strategic communications and ensuring seamless execution of PR campaigns.
- Mentored and guided Account Executives, providing strategic direction on content development, client relations, and media outreach to drive impactful results.
- Developed and implemented tailored PR strategies, aligning deliverables with client goals while managing project timelines and team collaboration for maximum efficiency.
- Fostered strong client relationships, ensuring consistent communication, expectation management, and campaign success, contributing to PRLab's reputation and client growth.

Account Executive

September 2024 – December 2024

- Developed and executed targeted PR campaigns for client, Duet, coordinating with Duet and internal teams, implementing strategic communication plans that increased brand awareness and engagement across key channels.
- Designed and optimized Gen Z-focused social media strategies, leveraging insights to create engaging TikTok and Instagram content that resonated with college students, resulting in higher engagement rates and stronger brand visibility.

LineLeap

Boston, MA.

Brand Ambassador

May 2024 – December 2024

- Served as brand representative by communicating LineLeap's value proposition to college students, successfully expanding the app's reach and adoption rate within the Boston community.
- Conducted outreach at high-traffic social venues, engaging directly with patrons to introduce them to LineLeap's offerings, resulting in increased brand recognition and app downloads on-site.
- Provided feedback to LineLeap's marketing team based on student interactions and event insights, informing marketing strategies and app feature updates that align with user preferences.
- Organized and managed in-bar promotional events, effectively generating interest and excitement around LineLeap through meaningful interactions, leading to a significant boost in local user engagement.

Skills

Computer Skills: Adobe Photoshop, Adobe Illustrator, Microsoft Suite, Proficient in AI

Research Skills: Qualtrics, Cision, Muck Rack, Media Monitoring (Meltwater, Google Alerts), Social Listening

Language Skills: Spanish (proficient)

Professional Certifications: Google Fundamentals of Digital Marketing Certification, HubSpot Digital Marketing Certification

Other Skills: Social Media, Writing/AP Style, Google Analytics, Search Engine Optimization, Time Management