

CARLY MCCULLOUGH

CONTACT

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I am a strong communicator with 3+ years experience in the fast-paced world of PR. Writing and organization are among my top strengths and passions. I am reliable, innovative and eager to be part of a creative team who love what they do; and at my very core, I am a storyteller overflowing with curiosity.

SKILLS

- Pitching (from research/conception to securing to clipping/reporting)
- Media Relations & Client Relations
- Strategy Planning & Execution
- PR Analytics & Media Lists (Cision, Muck Rack, Rocket Reach, etc.)
- Branding & PR Writing
- Meeting Agendas & Recaps, etc.
- Microsoft, Google and Adobe CC (including SEO, graphic design, and video editing)
- Organization & Time Management

REFERENCES

Craig Newmark

Founder of Craigslist and Craig Newmark Philanthropies
craig.newmark@gmail.com
(415) 823-6394

**More references available upon request.*

EXPERIENCE

PR & Branding Consultant

Freelance | Dec 2022 - present

- Brand consulting and digital strategy for Craig Newmark Philanthropies, RE|FORM LLC, a general contracting/design firm in NYC; Sallie Joy Flowers, an NYC flower studio, and Mabel, an automation tool for Medicare providers.

PR Account Executive

DADA Goldberg | Nov 2021 - June 2022

- Co-managed PR and client relations for 6-7 global design brands, like Athena Calderone (interior designer/influencer) and Foscarini (Italian luxury lighting), securing quality product/feature coverage in consumer and trade cross-platform media.

Assistant Account Manager

bde & Co. | Nov 2020 - Nov 2021

- Co-managed PR for 5-6 global design brands, like Carl Hansen & Søn (Danish design brand), averaging 16-20 placements/mo.; Reporting; Social media management.

PR Analytics Manager (Contract)

Pitch Publicity | April - July 2020

- Managed client press reports, strategy plans, case studies and daily media research; SEO; Co-managed social content and calendar; Daily client communications.

PR Intern

Pitch Publicity | April - Aug 2019

- Updated press reports; Crafted social copy, assets and content calendars; Pitched media; Video editing and graphic design; Blog and industry newsletter writing.

EDUCATION

B.S. in Public Relations

University of Florida | Aug 2016 - April 2020

- Copywriting Director, Internal Diversity Campaign (implemented Fall 2020 throughout UF's College of Journalism & Communications)