

# Earline Montesdeoca

Public Relations Specialist

## Profile

Dynamic Public Relations Specialist with two years of experience crafting compelling narratives and managing media relations. Skilled in strategic communication, crisis management, and social media engagement. Adept at building brand awareness and driving public perception positively.

## Employment History

### Public Relations Coordinator at Edelman, OK

Jun 2025 - Present

- Developed and executed strategic communication plans for over 15 high-profile clients, increasing media coverage by 30% within a year.
- Coordinated successful press events and product launches, resulting in a 40% boost in brand visibility across major media outlets.
- Managed relationships with key journalists and influencers, securing placements in top-tier publications such as Forbes and The New York Times.
- Analyzed campaign performance metrics to optimize PR strategies, leading to a 25% improvement in client satisfaction scores.

### Public Relations Assistant at Weber Shandwick, OK

May 2023 - May 2025

- Coordinated and executed over 15 media events, resulting in a 30% increase in press coverage for client campaigns.
- Developed and maintained relationships with key journalists and influencers, enhancing brand visibility by 20%.
- Assisted in crafting compelling press releases and pitches that secured placements in top-tier publications, boosting client exposure.
- Monitored social media platforms to identify trends, contributing to a 25% rise in engagement through timely content updates.
- Managed logistics for high-profile client meetings, ensuring seamless execution and positive stakeholder feedback.

## Certificates

### Accreditation in Public Relations (APR)

Sep 2023

### Strategic Communication Management Professional (SCMP)

Dec 2021

## Memberships

Public Relations Society of America

International Association of Business Communicators

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📍 Tulsa, OK

## Education

### Bachelor of Arts in Communication Studies at University of Oklahoma

Nov 2018 - May 2023

Relevant Coursework: Media Theory, Public Speaking, Interpersonal Communication, Digital Media Production, Persuasion Techniques, Communication Research Methods, and Cultural Communication.

## Links

[linkedin.com/in/earlinemontesdeoca](https://www.linkedin.com/in/earlinemontesdeoca)

## Skills

Media Relations

Crisis Management

Social Media

Press Release

Event Planning

Brand Strategy

Content Creation

## Languages

English

Hindi