

Erin Robbins

CONTACT

EMAIL

ErinRobbins88

PHONE

618-792-9348

ADDRESS

404 Troy Ave.
Troy, IL 62294

EXPERIENCE

OSBORN BARR, St. Louis, MO

PR MANAGER (Nov. 2015-Feb. 2016)

- Draft news releases, web and social media content, e-blasts and blog posts.
- Work with agency resources to develop promotional materials.
- Develop and implement earned, paid and social media plans.
- Manage client budget and annual project plan.
- Positive feedback after taking position: "Erin is a fantastic addition to our writing team. She really listens to feedback and runs with it to produce wonderful pieces of content in a short amount of time."

PR AND ACCOUNT MANAGER (April 2013-Oct. 2015)

- Draft and pitch news releases on the state and regional levels, developing and maintaining relationships with media contacts.
- Work with agency and external resources to develop promotional materials.
- Work directly with client on development and strategic planning of advocacy campaigns and related materials.
- Edit press releases and social media content.
- Open jobs, create and approve estimates, and manage budgets and scopes of work.
- Feedback on managerial skills: "You are an amazing manager. I've grown as a writer because of your instrumental feedback. The agency benefits from your work."

ASSOCIATE (Sept. 2011-March 2013)

- Schedule events across the country to promote client's advocacy efforts.
- Attend tradeshows on behalf of client and interact with key audiences.
- Draft and pitch news releases on the county level, developing and maintaining relationships with media contacts.

NATIONAL SOYBEAN RESEARCH LABORATORY, Urbana, IL

COMMUNICATIONS ASSISTANT (June 2010-Aug. 2011)

- Design posters, brochures and other promotional materials to be distributed worldwide.
- Write and edit news releases and bulletin articles for company newsletter.

AMPRIDE COMMUNICATIONS, Champaign, IL

EDITORIAL ASSISTANT (Sept. 2009-May 2010); FREELANCER (June 2010-Present)

- Interview expert sources and conduct research to produce 1,200+ word writing assignments.
- Kudos from editor-in-chief: "I love your article. You did an excellent job of addressing the assignment and delivering a very professional quality and readable piece. It's one of the best articles written for the magazine."

PORTFOLIO

ErinRobbins.JournoPortfolio.com

SKILLS

Vocus PR

SRDS

Blue Hornet

Microsoft Office Suite

Google Analytics

AWARDS/HONORS

Golden ARC Award

Sigma Alpha Lambda

EDUCATION

UNIVERSITY OF ILLINOIS,

Champaign-Urbana

Graduated May 2010

Bachelors of Science in Journalism

Major- Journalism, News-Editorial

Overall GPA- 3.12