

Amber Weyers

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Public Relations Manager

PROFESSIONAL EXPERIENCE

BRINK COMMUNICATIONS

Campaigns Account Manager

Portland, OR

February 2022–Present

- Drove planning, launch, execution, and evaluation of client-integrated marketing campaigns, with a focus on racial justice and community-driven change.
- Secured client approval of campaign strategy and creative concepts, media plan, and any shifts to strategy.
- Conducted ongoing research and outreach necessary to stay up-to-date on community issues and political developments.
- Facilitated meetings and team syncs and communicated changes to all contributors and clients.
- Managed resourcing for internal teams to ensure deadlines were met for clients.
- Developed materials for communication planners, project launches, project briefs, and quarterly metrics reports for internal teams and clients.

A KIDS COMPANY ABOUT

Public Relations Strategist

Portland, OR

June 2021–December 2021

- Conducted research to identify key audiences to drive brand awareness and messaging.
- Created press releases and prepared media kits for national and local media.
- Managed inquiries from media, individuals, and other organizations.
- Analyzed media coverage to develop and implement PR strategies.
- Developed weekly, monthly, quarterly, and annual media activity reports.
- Coordinated training to prepare company executives and spokespeople for interviews, press conferences, and presentations.
- Built strong relationships with local and national media to secure coverage across different industries.
- Managed media budgets, deadlines, objectives, and schedules.

A. WORDSMITH

Senior Public Relations Associate

Portland, OR

June 2020–January 2021

- Leading day-to-day support of ongoing PR accounts.
- Created PR materials such as press releases and media pitches.
- Developed media lists, virtual speaking and award calendars, and editorial calendars.
- Managed ongoing media outreach and opportunities.
- Conducted research that supports client programs and initiatives.
- Cultivated ongoing content, including case studies, blogs, bios, and website copy.
- Expanded the firm's marketing plan and incorporated new ideas.
- Implemented new ideas to improve DE&I efforts within the firm.

WLUK-TV

News Reporter

Green Bay, WI

March 2018–March 2020

- Secured interviews, shot video, and wrote compelling news packages for daily evening newscasts on tight deadlines.
- Presented live reports from the field and studio on hard news, breaking news, and special interest stories.
- Advocated for creative solutions to promote diversity and inclusion within the workplace.
- Apply understanding of public opinion, social media, and traditional media used to create engaging and attention-grabbing stories.
- Analyzed news leads and news tips to develop story ideas.
- Served as a spokesperson and representative for the station at community forums.

WSAW-TV

News Reporter & Anchor

Wausau, WI*February 2016–February 2018*

- Co-anchored and produced the weekly Sunrise 7 Sunday Morning Show.
 - Secured live guest segments for the Sunrise 7 Sunday Morning Show.
 - Secured interviews, shot videos, and wrote packages for daily evening newscasts on tight deadlines.
 - Presented daily live reports from the field and studio on hard news, breaking news, and special interest stories.
 - Digitized news stories for social media.
 - Supervised weekend staff and approved reporter stories and scripts.
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NORTHERN ILLINOIS UNIVERSITY

Bachelor of Arts in Communications & Journalism

Dekalb, IL*May 2015***ADDITIONAL SKILLS**

Writing, Media Outreach, Social Media, Time Management, Account Management, Marketing, Video Editing, Event Planning, Networking, Project Management, Budgeting, Research, Strategy Development, Public Speaking, Content Development