

Amber Weyers

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Experience

SENIOR COMMUNICATIONS CONSULTANT | PORTLAND GENERAL ELECTRIC | MARCH 2023- PRESENT

- Develop and execute strategies to create and maintain effective relationships with local, regional, and national media outlets, ensuring coverage aligns with company objectives.
- Expert in crafting and guiding high-quality storytelling across multiple formats, including press releases, speeches, and multimedia content, aligning messaging with corporate goals.
- Lead the creation, editing, and production of corporate communication materials, including talking points, briefings, presentations and speeches for company executives.
- Act as a communications expert, working collaboratively across departments to anticipate communication needs and provide strategic solutions.
- Oversee vendor relationships and engagement, ensuring alignment with brand standards and managing high-level projects to successful outcomes.
- Prepare company representatives for media engagements, providing expert training to ensure clear, accurate, and impactful communication.
- Monitor media coverage, analyze sentiment, and report on outcomes to refine communication strategies and enhance brand visibility.

CAMPAIGNS ACCOUNT MANAGER | BRINK COMMUNICATIONS | FEBRUARY 2022 – DECEMBER 2022

- 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.

LEAD PUBLIC RELATIONS STRATEGIST | A KIDS COMPANY ABOUT | 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.

SENIOR PUBLIC RELATIONS ASSOCIATE | A.WORDSMITH | 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.
- Implemented new ideas to improve DE&I efforts within the firm.

NEWS REPORTER | WLUK-TV | 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.

NEWS REPORTER & ANCHOR | WSAW-TV | FEBRUARY 2016 – MARCH 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.

Education

B.A. IN COMMUNICATIONS & JOURNALISM | MAY 2015 | NOTHERN ILLINOIS UNIVERSITY

Skills & Abilities

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