

AMBER BJORSTROM

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MEDIA RELATIONS COORDINATOR

Maximizing public information excellence by driving top-notch marketing campaigns, press releases and engaging presentations to enhance community relations and increase overall program awareness

Multifaceted and results-focused professional offering strong qualifications in media relations, program management, event planning and communications techniques for industry leading organizations. Adept at delivering high-quality public presentations, editorial reviews, press/media releases, social media content, newsletters and articles to support public agendas, community awareness and online presence. Proven success in managing multiple priorities and concurrent projects while partnering with community organizations to promote events, public meetings and program initiatives.

ADDED VALUE OFFERED

Research & Reporting | Stakeholder & Client Engagements | Process Improvements | Analytical Aptitude
Media Relations | Trend Analysis | Expert-Level AP Style Writing | Presentations & Public Speaking
Communications Planning | Community & Public Outreach | SEO | Content Management | Proofreading
Advertising | Cross-Functional Collaboration | Video Editing | Social Media Marketing

Technical Proficiency: MS Office Suite (Word, Excel, Outlook, PowerPoint), Adobe Premiere, Adobe Photoshop, Adobe InDesign, Adobe Illustrator, Adobe Spark, Final Cut Pro, Google Analytics, WordPress, Buffer, Later, Hootsuite, Hive, MailChimp, Cision, Instagram, Twitter, Snapchat and Facebook.

Professional Work History

KGTV, ABC – San Diego, CA

2018 - Present

News Producer

Coordinate and execute all aspects of news event/segment production, script development and website content for an ABC-affiliated local news station.

- Instrumental in formulating/editing stories and promos, identifying newsworthy sound bites and gathering elements for interviews, reporters, on-screen graphics and panel segments.
- Interface with reporters, news anchors, writers and production crews to capture breaking stories, manage live newscasts and publish content to company website and social media platforms.
- Wrote five articles a week, attracting at least 3,000 website views each month.
- Regularly met tight writing and editing deadlines that require three to four-hour turnarounds.

NAVY-MARINE CORPS RELIEF SOCIETY – San Diego, CA

2017 - Present

Communications Specialist

Oversee and manage program strategy, communications planning, social media outlets and high-level correspondences for a non-profit organization focused on financial and educational assistance to members of the Naval Service.

- Developed and launched three successful multi-channel marketing campaigns that ran on internal website and social media for a month each.
- Collaborated with internal clients to develop news articles related to organization's services and solutions, human resources and employee communications.
- Revitalized three social media communities; **November 2018 Facebook engagement growth increased by 462% and new page likes increased by 120%.**
- Improved program awareness and saved organization profits by creating monthly newsletters, graphic designs, and videos, with no budget.

KULR-TV, NBC – Billings, MT

2016 - 2018

News Producer

Facilitated and led content creation for multiple platforms, event planning, story/editorial development & showcasing and live broadcast oversight for an NBC-affiliated television station.

- Played an integral role in optimizing content with graphics, video editing, research and station branding.
- Functioned as a newsroom liaison, managing up to 10 media calls and requests for meetings/interviews per day.

- Sustained partnerships with company executives, reporters, anchors, photographers and experts to produce high-quality, engaging and customized content for diverse audiences.
- Awarded “Best Newscast of the Year” in 2016 and 2017 for exceptional performance and contributions to marketing, social media and story research, editing and creation.

KUSI-TV – San Diego, CA

2012 - 2015

Field Reporter, Producer

Full scope of responsibility included developing and creating 30+ football game previews & recaps for area high schools.

- Directed a team of 12 student reporters through all phases of content publishing, production best practices, professional development/training and performance reviews.
- Drove positive community & public relations by interviewing coaches & players, organizing fan snapshots at games & events and maintaining an active social media presence with 60,000+ Facebook and Twitter followers.
- Manage and organize coverage for special events such as the “Silver Pigskin Gala”, which is attended by more than 1,000 people every year.
- Earned “Field Producer of the Year” for superior writing and reporting skills.

Education & Credentials

MONTANA STATE UNIVERSITY BILLINGS
Master of Science, Public Relations, GPA 4.0

SAN DIEGO STATE UNIVERSITY
Bachelor of Arts, Journalism & Media Studies

Professional Development

MONTANA STATE UNIVERSITY BILLINGS

Adjunct Professor, Public Speaking

- Taught public speaking class to 25 students for 40 minutes, three times a week.
- Plan lectures, assignments, and in-field experiences to collaborate with necessary course curriculum.
- Grade and post more than 10 assignments by each student per semester.

Civic Affiliations

MEMBER – Public Relations Society of America