

PAULINA COLWELL

www.linkedin.com/in/paulinacolwell | (303) 888-6762 | 401 S Barrington Ave, Los Angeles CA 90049 | colwellpaulina@gmail.com

EXPERIENCE

GATEWAY GROUP (Newport Beach, CA - Hybrid)

10/22-8/16

PR Account Executive (Agency)

- Monitored local press and communication channels for clients via Cision, Social Media, and Google Alert tracking.
- Established, maintained, and expanded working relationships with local, regional, and national media across Business, Finance, and Tech trade and tier-one publications.
- Created and managed social content (LinkedIn, Twitter, Youtube) for clients, engage by tagging media, reach out to events for professional photos, create copy, graphic design, and monitor analytics to determine impact.
- Leveraged creativity through compelling stories, engaging content, and angled pitching.
- Conducted YouTube outreach and manage relations with prominent trade-specific influencers.
- Developed and managed communication plans by leveraging the right channels for industry-best practices.
- Assisted with writing media pitches, press releases, thought leadership, and event applications.
- Supported media training executives for broadcast, podcast, and print/online features while providing additional media briefings for interview topics and messaging points.
- Worked with various public and private business leaders in weekly meetings to improve strategy internally and externally.

CLEVER REAL ESTATE (St. Louis, MO - Remote)

12/21-10/22

PR Strategist (In-house)

- Gained experience working in a fast-growth startup.
- Drafted creative pitch angles that drove coverage of in-house data and research.
- Brainstormed survey study topics with a team of writers, data analysts, and outreach specialists.
- Generated over 200 backlinks and 5,000 plus sessions to the company website through email outreach initiatives.
- Wrote press releases, email pitches, and guest blog outlines with editing assistance.
- Built relationships with Personal Finance and Real Estate Journalists across multiple top-tier publications.
- Participated in link tracking using Ahrefs and Google Analytics software

ELLE COMMUNICATIONS (Los Angeles, CA - Remote)

05/21-10/21

Lifestyle Public Relations Intern (Agency)

- Curated niche lifestyle, fashion, and political media lists for pitching via Muckrack.
- Created media clippings of monthly media coverage.
- Worked with junior assistants to execute outreach for nonprofit, social, and sustainability-focused clients.
- Learned the basics of PR agency responsibilities and duties.

GIRL GONE GLOBAL COMMUNICATIONS (Boulder, CO - Hybrid)

05/20-10/20

Luxury Travel Communications Assistant

- Performed administrative assistance tasks such as organization, website development, newsletters, blog posts, problem-solving, graphic design for E-Books (Canva), proofreading, and copyediting.
- Managed company social media with over 30k followers.
- Developed and deepened relationships with media outlets, working with a group of 20,000 freelancers and editors through Facebook.
- Corresponded in a press trip for Snowmass Balloon Festival with the founder of Girl Gone Global, arranged by the Snowmass tourism board. Published my first travel feature on GoNomad.
- Trained future Interns and delegated tasks within a creative team.
- Perfected pitching to magazine editors for client bylines.

EDUCATION

UNIVERSITY OF COLORADO BOULDER, Boulder, CO

2017-2020

Bachelor of Arts in Communications

- GPA: 3.8
- Major: Journalism
- Minors: Political Science, Women & Gender Studies

- International Media Certificate

SKILLS

Problem-Solving | Time Management | Team Collaboration | Media Pitching | Relationship Building | Press Release Writing | Organization | Attention to Detail | Researching | Thought Leadership | Event and Accolade Planning | AP Style | SEO | Mailchimp | Social Media Management (LinkedIn, Twitter, Facebook, Instagram) | Adobe CS (Premiere Pro, Audition, Photoshop) | MS Office Suite (Word, Excel, PowerPoint) | Cision | Muck Rack | Google Analytics | Ahrefs | Coverage Book

REFERENCES

- Kristen Herhold (PR Director at Clever Real Estate) – (720) 341-9962
- Alyssa Pinsker (Founder of Girl Gone Global Communications) – (917) 436-6740
- Brenlyn Motlagh (Senior PR Manager Gateway Group) – (949) 899-3135

ADDITIONAL INFORMATION

- Portfolio-<https://paulinacolwell.journoportfolio.com>.
- Example Press Release: <https://roaminghunger.com/blog/17008/best-food-truck-cities-in-america>
- Writing Samples:
 - <https://theowp.org/author/pcolwell/>
 - <https://www.gonomad.com/177014-bobbing-in-balloons-high-above-snowmass-colorado>

TOP MEDIA COVERAGE LINKS

- <https://www.nytimes.com/2023/03/20/business/lithium-prices-falling-electric-vehicles.html>
- <https://www.cnbc.com/2023/04/22/why-porsche-mercedes-and-gm-are-betting-on-silicon-anode-batteries.html>
- https://www.youtube.com/watch?v=v_Hd4HfH1ss&feature=youtu.be
- <https://www.acorns.com/learn/borrowing/homebuyers-remorse/>
- <https://fortune.com/2022/09/07/homebuyers-remorse-most-people-who-bought-a-house-recently-regret-the-process/>
- <https://www.cnbc.com/2022/09/02/million-dollar-homes-lose-luxury-status-as-buyers-get-less-space.html>
- <https://www.bizjournals.com/milwaukee/news/2022/09/14/milwaukee-ranked-in-top-underrated-but-also-least.html>