



Samuel Stewart

Public Relations

Recent communications graduate with two PR agency internships and hands-on experience pitching local and trade press. Strong AP style writing, comfortable building media lists from scratch, and eager to grow into an account coordinator role.

CONTACT INFORMATION

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KEY SKILLS

- AP Style writing and editing
- Press release and pitch email drafting
- Media list building (Muck Rack, Cision)
- Media monitoring and coverage tracking
- Social media content creation (Instagram, X, LinkedIn)
- Google Workspace and Microsoft Office
- Canva and basic Adobe Creative Suite
- Event support and on-site coordination
- Weekly recap and reporting decks
- Research and trade press identification
- Newsletter writing and Mailchimp basics
- Strong written and verbal communication

PROFESSIONAL EXPERIENCE

PR Intern | Lattice Public Relations, Richmond, VA
Summer 2024

- Built media lists of 75-120 contacts for restaurant and hospitality clients using Muck Rack.
- Drafted 14 press releases and pitch emails; six earned placements in Richmond Magazine and Eater regional editions.
- Tracked daily coverage clips and assembled weekly recap decks for three account leads.
- Shadowed a product launch event and supported on-site check-in for 90 attendees and press.

Communications Intern | VCU Office of Student Affairs, Richmond, VA
2023 - 2024

- Wrote 30+ short news posts and social captions about student programs and campus events.
- Pitched two stories to the campus paper that ran as front-page features.
- Helped redesign the office newsletter, growing open rate by a noticeable margin over the spring term.

EDUCATION

B.A. in Mass Communications, Concentration in Public Relations, Virginia Commonwealth University, 2024

Minor in Journalism

Relevant Coursework: Strategic Writing, Media Relations, Crisis Communication, Digital PR Strategy, Integrated Brand Promotion

PRSSA Member, VCU Chapter, 2022-2024