



MARCUS WHITFIELD

PUBLIC RELATIONS

PR account manager with 5 years across consumer tech and food & beverage. Run integrated launch campaigns, brief spokespeople, and turn analyst reports into press hooks. Track coverage against share-of-voice targets each quarter.

CONTACT INFORMATION



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KEY SKILLS

- Media relations and pitching
- Press release and messaging development
- Product launch campaigns
- Crisis communications and holding statements
- Executive media training and message track
- Influencer and creator program management
- Cision, Muck Rack, and Meltwater
- Share-of-voice and coverage analysis
- Account budgeting and retainer management
- Trade and consumer press strategy
- AP style writing and editing
- Client and stakeholder reporting

PROFESSIONAL EXPERIENCE

Account Manager | Foxglade Communications, Portland, OR | 2022 – Present

- Own four consumer tech accounts generating about \$640K in combined annual fees.
- Led a smart-home product launch that earned 38 placements across Wired, CNET, and regional broadcast in launch week.
- Trained two clients' executives on message track and bridging before national TV segments.
- Reduced retainer overage hours by roughly a quarter by tightening weekly status formats and clip reporting.

Senior Account Executive | Cedar & Stone PR, Sacramento, CA | 2020 – 2022

- Pitched and placed 70-90 stories per year for a craft beverage portfolio across trade and lifestyle press.
- Managed influencer seedings of 25 creators per campaign, averaging 1.2M combined impressions per round.
- Wrote crisis holding statements for a product recall reviewed by client GC inside three hours.
- Mentored two AEs through their first solo pitch calls.

Account Executive | Marigold PR Group, Sacramento, CA | 2019 – 2020

- Built and maintained beat-level media lists for six accounts.
- Drafted press releases, fact sheets, and exec bios under senior review.
- Coordinated press logistics for a regional food expo with 14 attending journalists.

EDUCATION

Bachelor of Arts in Communications, University of Oregon, 2019

PRSA Accreditation in Public Relations (APR), 2023