



AUTUMN E. SKINNER

WRITING + PR STRATEGY
+ SOCIAL MEDIA

Los Angeles, CA

CONTACT

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OBJECTIVE

Passionate relationship builder seeking to contribute creative strategy, written and verbal communications expertise and a diverse set of 21st-century digital talents.

RELEVANT EXPERIENCE

ASSOCIATE

GOLIN | SEPT 2019 - PRESENT

- Public relations account lead for clients of various industries, including: food & beverage, entertainment, health, beauty, government and CPG brands.
- Leading brainstorms for social media strategy, writing copy and blog posts, working with creative team on visuals and doing daily social community management.
- Influencer research, creative direction, contract negotiation and management.
- Creating editorial calendars, media lists, press releases, biographies, briefing books, press kits, writing key messages and op-ed articles.
- Monitor brand conversation, identify trends, analyze data and measure KPIs.

ASSISTANT STRATEGIST, DIGITAL

HEARTS & SCIENCE (WARNER BROS.) | NOV 2018 - SEPT 2019

- Strategic digital media planner and buyer for Warner Bros. TV, films and video games.
- Managed campaigns in social, programmatic and search platforms.
- Social management included: Facebook, Instagram, Twitter, Snapchat and Pinterest.
- Daily vendor and client relationship management, target audience psychographic and demographic research and budget management.

EDUCATION

BACHELOR OF ARTS IN JOURNALISM

CALIFORNIA STATE UNIVERSITY, LONG BEACH | 2016-2018

PUBLIC RELATIONS SPECIALIZATION

MOST OUTSTANDING PUBLIC RELATIONS MAJOR

DEPARTMENT HONOR

VICE PRESIDENT | 2017-2018

PUBLIC RELATIONS STUDENT SOCIETY OF AMERICA, LONG BEACH

SKILLS

- Speech, social media copy, editorial and newsletter writing
- Creative strategy and project management (and PM platforms)
- Brand and logo development/creation
- Market research & insight analysis
- AP Style fluent
- Hootsuite, Sprout Social, etc.
- Adobe Creative Suite proficient
- Microsoft Office 365 proficient
- Hubspot Inbound certified
- Search Engine Optimization

ADDITIONAL EXPERIENCE

COFFEEMATE BLOG | WRITER AND CREATOR

2017 - PRESENT

- Created an LA-focused blog for all things coffee, supplementing with Instagram.
- Coffee shop reviews, interviews with the owners, product reviews and other editorials.
- Contributor to Holey Brewed, a coffee culture platform based in Canada.
- Contributor to Chronicle Coffee Roaster's blog.
- Approached by roasters nationwide for reviews of their coffee, and featured by Instagram influencer accounts, i.e. @Bestfoodla and @Babeswithcoffee.

STARBUCKS | BARISTA

JUNE 2015 - AUGUST 2018

WEGMANS | BARISTA

JULY 2011 - JUNE 2015