



AUTUMN E. SKINNER

WRITING + SOCIAL MEDIA
+ PUBLIC RELATIONS

 Los Angeles, CA

CONTACT

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PROFILE

Ambitious writer seeking to contribute creative strategy, sharp copy and a keen eye for detail, design and dazzle.

RELEVANT EXPERIENCE

SPECIALIST, DIGITAL STRATEGY

RPA | FEB 2021 -

- Digital strategy specialist for La-Z-Boy and Cedars-Sinai leading brand strategy, organic social media and tentpole campaign rollouts.
- Creating monthly content calendars with a lens for social media holidays, DEI, trends and culture, generational behaviors and brand voice, goals and opportunities.
- Writing integrated and single-channel briefs, requiring up-to-date knowledge on platform functionalities, creative best practices, social/cultural fluency and relevance.

ASSOCIATE

GOLIN | SEPT 2019 - DEC 2020

- Public relations account lead for clients of various industries, including food & beverage, entertainment, health, beauty, government and CPG brands.
- Led brainstorms for social media strategy, wrote copy and blog posts, collaborated with creative teams on visuals and executed daily social community management.
- Wrote key messages, pitches, op-ed articles and created editorial calendars, media lists, press releases, biographies, briefing books and press kits.

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.

EDUCATION

BACHELOR OF ARTS, JOURNALISM & PUBLIC RELATIONS

CALIFORNIA STATE UNIVERSITY, LONG BEACH | 2018

MOST OUTSTANDING PUBLIC RELATIONS MAJOR
DEPARTMENT HONOR

VICE PRESIDENT | 2017-2018

PUBLIC RELATIONS STUDENT SOCIETY OF AMERICA, LONG BEACH (PRSSA-LB)

CERTIFICATIONS + SKILLS

- Facebook Certified Creative Strategy Professional 12/18/20
- AP Style expert
- Adobe Creative Suite proficient
- Microsoft Office 365 proficient
- Speech, social media copy, editorial and newsletter writing
- Creative strategy and project management (and PM platforms)
- Brand and logo development

ADDITIONAL EXPERIENCE

PRSSA-LB | GUEST SPEAKER: AGENCY VS. IN-HOUSE PR
SEPT 2020

COFFEEMATE BLOG | WRITER AND CREATOR

2017 - PRESENT

- Coffee shop reviews, interviews with the owners, product reviews and other editorials.
- Contributor to Crema.co and Chronicle Coffee Roaster's blogs.
- Approached by roasters nationwide for reviews of their coffee, and featured by dozens of Instagram influencer accounts, i.e. @Bestfoodla and @Babeswithcoffee.

STARBUCKS | BARISTA

JUNE 2015 - AUGUST 2018

WEGMANS | BARISTA

JULY 2011 - JUNE 2015