



AUTUMN E. SKINNER

PUBLIC RELATIONS +
WRITING + SOCIAL MEDIA

 Los Angeles, CA

SKILLS

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

CONTACT

 PLEASE EMAIL

 LACOFFEEMATE@GMAIL.COM

 AUTUMNSKINNER.COM

 /autumneskinner

 @autumn.skinner

 @LACoffeeMate

 /in/autumnskinner

PROFILE

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

RELEVANT EXPERIENCE

ASSOCIATE

WAGSTAFF MEDIA + MARKETING | OCT 2021 -

- Public relations account lead for food, beverage, travel and hospitality clients.
- Daily proactive and reactive pitching, corresponding with clients, strategizing media angles, coordinating events, activations, partnerships and influencer collaborations.
- Hybrid role working with integrated social media teams to ensure digital presence ladders up to PR goals and messaging.

SPECIALIST, DIGITAL STRATEGY

RPA | FEB - OCT 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 brainstorm 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)

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