

Kara Roberts

COMMUNICATIONS SPECIALIST

EDUCATION

University of Miami,
Bachelors in Public Relations
GPA: 3.9
Minors: Marketing &
Advertising

WORK EXPERIENCE

Golin, Digital and Media Associate

MAR 2022 - PRESENT

- Pitching client activations and initiatives
- Leading paid media projects
- Staffing client events and trade shows
- Project management

AIC Hotel Group, PR & Social Media Coordinator

MAR 2021 - MAR 2022

- Developing brand partnerships
- Strategic influencer outreach and developing influencer campaigns
- Pitching exclusive hotel experiences and amenities
- Coordinating press trips

Silver Vase Orchids, Junior Marketing Associate

JUL 2020 - MAR 2021

- Responsible for implementing and maintaining branding and marketing materials for Silver Vase and sister company.
- Social media content creation, implementation, analytics • Copy writing • Web & catalog design
- Customer service

IMPACT Strategies Angela Rye, Public Relations Intern

SEP 2019 - MAY 2020

- Responsible for generating daily media clips, briefs, pitch decks, and media releases for fortune 500 clients.

Key Bridge Communications, Writing Intern

MAY 2018 - AUG 2018

- Responsible for researching trending information and developing targeted media lists and pitches to reach our client's objectives.

hello

CONTACT



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[/kararoberts2020](#)

SKILLS

- Strategic Planning
- Creative Writing
- Branding & Identity
- Layout Design
- Content Creation
- Customer Service
- Interpersonal Communication
- Project Management
- Market Research
- Photography
- Copy Writing