

# BRECKAN KIMMEL

*Public Relations · Strategic Communications · Crisis Communications*

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## Portfolio: breckankimmel.com

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Driven, ambitious public relations strategist with a passion for social justice and a determination to help organizations understand the true meaning behind putting people and planet before profit. Consecutive winning public relations campaigns in Gaylord College of Mass Communication during undergrad. Only public relations intern at the Oklahoma State Capitol 2019-2020, utilizing social-issue expertise, knowledge in public relations, and passion for change to improve the lives of Oklahomans.

## Professional Experience

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Oklahoma State Representative Mickey Dollens

**Legislative Public Relations Intern Oct. 2019 - May 2020**

Co-wrote and edited public statements and speeches, created PR deliverables for constituents/committees/session, advised media relations and cultivated proactive communications strategies, monitored presence and personal branding on social media platforms.

- Increased media visibility with press conferences/radio interviews/news articles.
- Relationship-building between state government and the Tribes of Oklahoma, OK citizens, and constituents of House District 93.
- PR deliverables reduced policy confusion, contributing to the passing of Ida's Law and Max's Law.

Texas Catering

**Content Strategist / Public Affairs Dec. 2020 - Present**

Mapped and planned media content for social platforms, coordinated and conducted food photography photo shoots, managed staff at corporate events and weddings, oversaw communications between coordinators, clients and Texas Catering executives.

- Re-branded social platforms to better align with mission, values and brand identity.
- Implemented crisis communications plans for same-day wedding/event issues.
- Maintained prior client relationships and communications, resulting in booking over 40 referrals from Jan. 2021 - May 2021 for the 2022 calendar year.

## Education

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The University of Oklahoma - Norman, OK

**Bachelor of Arts - Public Relations**

Course Highlights

- PR Research
- Global and International PR
- PR Publications
- Crisis Communications
- Media Writing and Storytelling
- Media, Misogyny and Violence
- Social Problems and Continuities
- The Role of Culture
- PR Campaigns

Undergrad Winning Campaigns

- PikePass Campaign - Social Media Marketing
- Carnival Corp. Crisis Comm. Campaign - Global and International PR
- Warriors for Freedom Campaign - Public Relations Capstone