

KRISTIN TUERK

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WORK EXPERIENCE

Public Relations Consultant – Chicago

September 2013 – Present

- Led PR efforts for a local food and beverage company as well as fashion, tourism and educational organizations
- Developed comprehensive PR plans to establish messaging, increase awareness and increase sales and donations
- Created media materials including press releases, fact sheets, newsletters, web copy, social media copy and more
- Pitched and secured media interviews resulting in quality coverage across broadcast, print and online media
- Media trained leaders of organizations in preparation for interviews and event appearances
- Produced and maintained all proposals, contracts, budgets and invoices

NOW Foods – Bloomingdale, Ill.

Public Relations & Social Media Specialist

September 2021 – April 2022

- Conducted PR and Influencer campaigns as an in-house PR and social media professional
- Crafted messaging for press materials, company website, owned social media pages, company newsletter and more
- Worked with macro and micro influencers on Instagram promotions and created graphics to promote partnerships
- Planned and executed events for top media, key influencers and industry professionals
- Secured media placements in top publications including Marie Claire, Women’s Health, Men’s Health, Spy and more

Hill+Knowlton Strategies – Chicago

Associate

September 2017 – March 2018

- Conducted PR for top consumer food and nutrition clients including Bertolli, RAGU and Mizkan
- Utilized the latest PR contact search and analytics tools including Cision, Muck Rack, Meltwater and TVEyes
- Led spokesperson acquisition including a list of deliverables, offer letter and contract drafts
- Wrote and edited speeches, press releases, social media posts, key messages and other copy
- Managed a team of junior staff members and kept track of staffing hours and all out-of-pocket expenses

JSH&A Public Relations – Oakbrook Terrace, Ill.

Account Supervisor

June 2010 – August 2012

- Coordinated media relations and event planning for The Hershey Company and ConAgra Foods
- Built campaigns to support new product launches and worked to evaluate success based on program goals
- Led new business presentations with innovative ideas based on emerging trends and agency key learnings
- Managed crowd-sourcing campaign for new product development from consumers and bloggers
- Planned and executed consumer-driven events including the award-winning S’mores Suite at BlogHer
- Worked closely with members of advertising, marketing, digital, legal and brand teams to build integrated campaigns

Weber Shandwick – Chicago

Senior Account Executive

October 2006 – June 2010

- Conducted media relations and event planning for top CPG brands including got milk?, Mars, Kraft and Unilever
- Served as an on-camera spokesperson in several nationwide consumer-driven tours in the U.S.
- Led contract development, media training, media relations and ad-unveil events to support celebrity “got milk?” ads
- Coordinated consumer events in high-profile areas including Times Square, NYSE, Universal Studios and more
- Created timelines, weekly meeting agendas, client updates and other items to keep account work on track

EDUCATION

Illinois State University – Normal, Ill.

- Bachelor of Arts in Public Relations
- Gamma Phi Beta Sorority
- Daily Vidette Newspaper