

# Kristin Tuerk

## Public Relations Professional

### Career Summary:

- 8 years top PR agency experience



- 6 years Independent PR Consulting + In-house experience



### Education:

- Bachelor of Arts Degree in Public Relations

### Areas of Expertise:

- Public Relations campaign strategy
- Message and content creation
- Media / Influencer relations
- Event coordination and execution
- Team and account management



# PR Experience

## Agencies: Brands and Responsibilities



### Main Duties:

- Pitching/media tracking
- Event coordination and execution
- Vendor management
- New product launches
- Spokesperson work
- Contest/sweepstakes creation
- Timeline organization
- Budget tracking

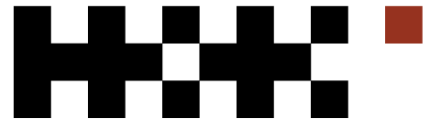


### Main Duties:

- New business presentations
- Event execution
- Influencer outreach
- Crowd-sourcing campaigns
- Celebrity acquisition
- Media training
- Client relations
- Team management

# PR Experience

## Agencies: Brands and Responsibilities



Hill+Knowlton  
Strategies



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### Main Duties:

- Campaign creation
- Brand building
- Key message formation
- Press material creation
- Web and social media copy
- Media relations
- Project management
- Goal reporting

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### Main Duties:

- PR strategy
- Client relations
- Media relations
- Podcast coordination
- New business presentations
- Account management
- Budget and staffing management
- Industry award management

# PR Experience

## In-House + Consulting: Brands and Responsibilities



### Main Duties:

- PR campaign planning and execution
- Event planning and execution
- Vendor management
- Media relations
- Influencer/ Instagram partnerships
- Social media strategy planning
- Facilitating PR efforts for brand managers
- Goal tracking and reporting



### Main Duties:

- Campaign creation
- Brand building
- Key message formation
- Press material creation
- Web and social media copy
- Media relations
- Project management
- Goal reporting