

SIERRA WOOD

Public Relations Professional

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OBJECTIVE

Passionate publicist with a demonstrated history of securing high-profile media placements for clients from a variety of brands and companies, across the hospitality, consumer and food industries. Energetic and dedicated individual bringing excellent storytelling, copywriting, editing and leadership skills. Extensive experience with public relations monitoring, reporting, and tracking tools (Muckrack/Cision/PR Newswire).

PROFESSIONAL EXPERIENCE

THE ZIMMERMAN AGENCY - Tallahassee, FL

Account Manager, October 2022 – Present

- Fully self-supervised management of 3-5 accounts.
- Train, manage and mentor account coordinators on account team and team members across department.
- Develop strategic communication plans aligned with client goals and manage implementation of PR strategies and tactics, specifically through the creation of PR plans.
- Monitor budgets, resources, deadlines and client records.
- Report to senior management, specifically SVPs, on progress of team members/accounts.
- Participate and assist senior management with RFPs and new business presentations.

Director of PR Internship Program, March 2022 – Present

- Spearhead the recruitment and interview process for the hiring of PR interns.
- Manage overall the program for all interns supporting the PR department (approx. 3-6 interns per semester), including account team assignment, monitoring skills learned and general improvement during tenure.
- Maintaining communication with university faculty as the direct supervisor of student interns, completing regular evaluations and recommendations.
- Communicating with the agency's HR team and senior management to flag new hire opportunities and especially skilled interns.

Senior Account Coordinator, January 2022 – October 2022

- Supporting 3-5 accounts via the daily management of client requests and regular communications, including regular status calls.
- Drafting and distributing written materials including press releases, pitches, publicity reports, and media stay itineraries.
- Fostering media relationships to secure prominent placements.
- Monitoring publicity success by drafting regular reports measuring clients' earned media, social media and marketing results.
- Ideating, planning and executing media events to strategically elevate experiential elements of client brands, and subsequently drafting internal case studies.
- Assisting with the drafting and creative ideas for yearly PR plans.
- Sitting on and assisting executive team with new business presentations.

Account Coordinator, March 2021 – January 2022

- Led media outreach to secure editorial and pay-to-play placements.
- Secured, scheduled and facilitated interviews with media for executive level client representatives.
- Supported account work for client requests, media inquiries and pitch, working closely with SVP.

SACHS MEDIA GROUP – Tallahassee, FL

Public Relations Intern, January 2021 – March 2021

- Worked closely with account executives and senior vice president to complete client requests.
- Drafted press releases, newsletters, and other information packets for array of clients.
- Conducted detailed research and collected information on various client industries, including agriculture, banking and public affairs.

CARTER'S, INC. – Tallahassee, FL & Hattiesburg, MS

Part-Time Sales Manager, September 2020 – March 2021

- Served as leader on duty during shifts and as direct supervisor to sales associates.
- Performed managerial duties, including opening and closing the store and cash handling.
- Monitored KPI and sales goals; educated and updated associates on goals and KPIs throughout the sales day.

Sales Associate, September 2018 – September 2020

- Greeted and assisted customers with their shopping experience.
- Conducted financial transactions in a fast-paced environment.
- Stocked, cleaned and maintained the presentation of the store.
- Assisted with sales goals and closing of store.

EDUCATION

THE UNIVERSITY OF SOUTHERN MISSISSIPPI – Hattiesburg, MS

Bachelor of Arts in Public Relations, May 2020

GPA: 3.3 Minor: French Graduated with Honours

Involvement: Alpha Chi Omega Sorority, French Association,

Volunteer for the Hattiesburg Domestic Abuse Shelter

ADDITIONAL SKILLS

- PR Programs (Muckrack/Cision/PRNewswire/Businesswire)
- Coverage Clipping
- Keynote Presentations
- Adobe Creative Suite – Photoshop & InDesign
- Associated Press Writing Style
- In-depth knowledge of marketing via social media platforms
- Microsoft Office Suite (Outlook, Word, Excel, PowerPoint)