

CIARA PYSCZYNSKI

(see-air-uh pie-zin-skee)

CiaraPyPR.com/Portfolio

CiaraPyPR@gmail.com

EDUCATION:

The University of Georgia, Athens, Ga.

B.A. Public Relations | B.A. Theatre | *Summa cum laude*

- Coursework in marketing, graphic design, social + digital communications, campaign development and fundraising
- Oversaw social media content writing, graphic design and account management for student theatre company
- Led planning and implementation of 20+ in-person and virtual cabaret performances and community events

EXPERIENCE:

Account Executive

September 2022 – Present

Trevelino/Keller, Atlanta, Ga.

- Creates and plans social media content calendars, writing copy for LinkedIn, X (Twitter), Facebook and Instagram; develops campaign strategies to highlight agency and client events; generates analytics reports with insights
- Develops content including bylined articles, press releases and media pitches to support B2C and B2B clients
- Monitors news to create weekly intelligence reports highlighting client, competitor and industry coverage
- Conducts weekly outreach with local, trade and national media, resulting in digital and broadcast coverage and millions of impressions in media outlets including TIME, Best Life, CNN Underscored, Brit + Co, Homes & Gardens
- Supports awards program participation and other executive visibility events to increase awareness of clients; developed winning submissions to Metropolis Planet Positive Awards, Inc. 5000, and more.
- Performs administrative account duties, including agenda creation, notetaking and monthly reporting
- Promoted from Assistant Account Executive December 2023

Cohort Social Media Manager / Acting Apprentice

November 2022 – August 2023

Actor's Express, Atlanta, Ga.

- Co-ran cohort Instagram account (@ae_appco); developed copy and managed community engagement
- Designed graphics to promote AE and AppCo performances using Canva and Photoshop, including [cabaret playbill](#)
- Supported theatrical season via: donor engagement, bartending, striking sets and working backstage crew

Social Media & Editorial Intern

January 2021 – May 2022

University of Georgia Office of Research Communications, Athens, Ga.

- Developed copy and graphics for 30–40 posts a week shared on X (Twitter), Instagram, Facebook and LinkedIn, creatively communicating science, arts and innovation news to a combined audience of over 8,500 followers
- Pitched and created social media campaigns for Black History Month and Women's History Month
- Wrote articles for research.uga.edu/news: 10 features, media releases and other stories published

Communications Intern

June – August 2021

NP Agency, Washington, D.C.

- Developed social media content for X (Twitter), Instagram, Facebook, LinkedIn and Pinterest, including live-tweeting client events
- Conducted media outreach, connecting with 100+ national and local journalists and compiled weekly media clips

Film Public Relations Intern

May – August 2021

PR Collaborative, Washington, D.C.

- Tracked media hits and metrics for the 2021 AFI Docs film festival to gauge campaign effectiveness
- Compiled media lists of journalists, bloggers, critics and non-profit organizations to pitch films
- Drafted daily AFI Docs highlights to ensure attendees had the best possible experience

SKILLS:

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|---------------------|--------------------|-----------------------|-----------------------|
| ▪ Social media copy | ▪ Event planning | ▪ InDesign | ▪ Media relations |
| ▪ Press releases | ▪ Google Suite | ▪ Illustrator | ▪ Arts admin |
| ▪ Bylined articles | ▪ Microsoft Office | ▪ Basic video editing | ▪ Account admin |
| ▪ AP Style | ▪ Photoshop | ▪ Canva | ▪ Analytics reporting |

ACCOMPLISHMENTS:

First Honor Graduate; Phi Kappa Phi, Kappa Tau Alpha and Phi Beta Kappa Honor Societies; Eddie Lambeth Scholar; Selection for Horizon Theatre New South Young Playwrights Festival; Augusta Chronicle Best & Brightest Award Winner