



Kristen Wright

Sample PR Media Professional
2490 Richmond Street
Alexandria, VA 22307
patrick@visualcv.com

Home: (111) 222-3333

Mobile: (444) 555-6666

About Me

Learn about my background, preferences and performance in under two minutes!

Work History

American Medical Association Inc. (AMA)

Director of Communications

Dallas, TX, United States Apr 2004 - Present

- Currently manage 8 person media relations team.
- Responsible for entire media relations strategy, including media training the physicians, designing public affairs campaigns and strategic planning for desired press coverage.
- Press coverage of AMA in major publications has increased 35% from April 2004 – August 2007.
- Generated and placed 18 opinion editorials and letters to the editor from allies in various major publications, including *New York Times* and *Washington Post*.
- Produced and directed Domestic Violence Awareness public education campaign and implemented the media strategy around the campaign.
- Recent public affairs campaign (Anti-smoking campaign aimed at youth) won an ADDY award.

U.S. Department of Justice

Press Secretary

Washington, DC, United States Oct 2001 - Mar 2004

- Handled press inquiries on behalf of the Secretary and managed 4 person U. S. Department of Justice (DOJ) media relations team.
- Set up over 150 television, radio and print interviews for the Secretary, including multiple appearances on:
 - *Larry King Live*
 - *The Today Show*
 - *Good Morning America*
- Responsible for the media related to the Secretary's War on Drugs, developing and implementing aggressive media relations strategy which helped make this a well-known national campaign.
- Press coverage about "War on Drugs" increased by 280% from March 2002 – January 2004.
- Awarded "Young PR Professional of the Year" of 2003 by PRWeek.

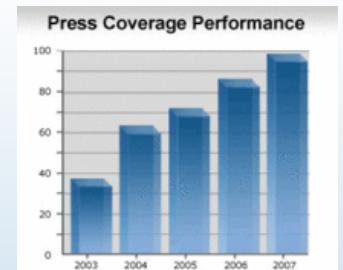
Senator Jeff Sessions (R-AL)

Deputy Press Secretary

Washington, DC, United States Jan 2000 - Sep 2001

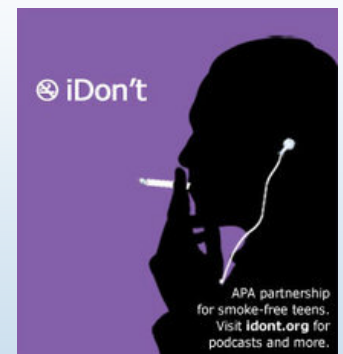
- Handled press inquiries on all issues for the Senator.
- Scheduled interviews with major national networks, local networks, and talk radio shows.
- Senator's quotes in major daily newspapers increased 24% from February 2000 – July 2001.
- Produced public affairs program with Senator and guests for local Alabama networks to understand policy formation.
- Hosted radio show with Senator to discuss relevant issues.

Public Relations




From 2004 to 2007 APA press coverage by major publications increased 35%.

Anti-smoking Campaign



Poster "iDon't" anti-smoking campaign, won an Addy Award.

Recommendation

 **Letter of Reference From Senator Jeff Sessions (R-AL)**

- Wrote over 100 press releases on relevant issues in 18 months.
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Senator Jeff Sessions (R-AL) Office

Press Assistant

Washington, DC, United States Jan 1998 - Jan 2000

- Compiled and organized media coverage of Senator.
 - Handled selected press inquiries.
 - Wrote press releases.
 - Scheduled interviews.
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Education

Georgetown University

Washington, DC, United States Sep 1994 - May 1998

B.S., Communications & Nursing

- GPA: 3.78
 - Dean's List all four years
 - Served as President of Communications Club 1996-1997
 - Awarded "Outstanding Achievement Award in Communications," 1998
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