

# JOANNA SCOTT

communications professional

## PROFESSIONAL EXPERIENCE

Crawford Strategy | Greenville, SC

01/19 – 07/19

Senior Public Relations Account Executive

- Led the creation and execution of public relations strategies for clients in tourism, non-profit, commercial real estate and advanced manufacturing industries
- Collaborated with cross-functional integrated marketing teams including social media and creative to achieve client KPIs in a fast-paced environment
- Drafted press and marketing materials including news releases, fact sheets, event scripts, presentations and case studies
- Developed relationships with journalists and social influencers to foster awareness of key priorities and drive positive coverage
- Counseled clients and provided support for issues management
- Implemented reporting and metrics tracking best practices within PR department

Hill + Knowlton Strategies | Chicago, IL

04/14 – 12/18

Senior Associate

- Managed client relations to provide public relations and consumer marketing programs for national and global accounts including Dannon, RAGU, Bertolli, Chloe Wine Collection, Nonni's Foods, Mizkan and Puerto Rico Tourism
- Developed PR and social media campaigns including influencer marketing
- Projected and tracked financial management of ongoing client scopes
- Presented and secured incremental opportunities that generated increased media and consumer engagement

Kroger | Indianapolis, IN

01/10 – 09/11

Public Affairs Assistant

- Wrote news releases and coordinated interviews for a five-state operating region
- Received the "Best Earned Media" award for the division at a national event
- Coordinated the division's charitable community efforts including the direction of a 27-year partnership with an Indianapolis Public School

White River State Park | Indianapolis, IN

Summer 08 & 05/09 – 12/09

Program Coordinator

- Planned and coordinated the *Family Arts Series*, 14 community events featuring local performing arts
- Executed a marketing plan that included public relations, advertising and social media content resulting in more than 1.3 million impressions
- Co-authored grant proposals securing \$150,000 for future events

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 JoannaScottCreative.com

## EDUCATION

DePaul University  
Chicago, IL

M.A. Public Relations & Advertising

University of Evansville  
Evansville, IN

B.S. Business Administration  
Marketing & Management  
Mass Communications Minor

## SKILLS

- Microsoft Office
- Google Suite
- CisionPoint
- Photoshop
- Adobe Acrobat Pro

## AWARDS

- 2015 Hill + Knowlton Talent 25
- 2014 Arthur W. Page Case Study Competition
- Kroger President's Ring
- 2008 ARTI Artful Impact