

Overview

Award-winning PR agency pro who leads national, regional and local B2B and B2C accounts with intelligent creativity that advances business goals and exceeds client expectations.

Education

Boston University, MS,
Public Relations

University of Dayton, BA,
Journalism

Client Experience

Alcott (dog products)
Bob Evans (restaurant)
Danis Building Construction
Dental Care Plus (insurance)
Protect-A-Bed (bedding)
Rothschild Foundation
Tire Discounters
Verizon Wireless
Vorys (law firm)
University of Cincinnati

Blogging

Business 2 Community
PR Daily
PR State of Mind (personal)
PRSA Tactics
PRSA The Edge
PR News
SEM Rush

Leadership

Blog Co-Chair, PRSA National
New Pros

Media Day Co-Chair, PRSA
Cincinnati

PR Committee, Girls on the
Run Cincinnati

New Pros Committee, PRSA
Cincinnati (past)

Prezi portfolio

<http://bit.ly/SMVermillionPrezi>

Stephanie Vermillion



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Experience and Accomplishments

Senior Account Executive

Wordsworth Communications, August 2012-Present, Cincinnati, Ohio

Promoted from AAE to SAE in less than two years

Media Relations:

- Secured luggage review for B2C client that resulted in 100 percent sales increase and exposure in LA Times, Chicago Tribune, Gizmodo, CNBC, Irish Times and 75 broadcast outlets nationwide
- Conceptualized creative PR stunt that resulted in 22 placements, multiple live shots and best-in-show recognition at PRSA Cincinnati's 2014 Blacksmith Awards
- Wrote and placed op-ed on front of Cincinnati Enquirer's Saturday opinions page, resulting in more than 800 social media shares and a correlated spike in client's website traffic
- Built ongoing relationships and coordinated weekly reviews and social engagement opportunities with influential bloggers for technology and lifestyle clients
- Supported client trade shows by securing key media interviews and engaging with reporters on-site
- Led multiple half-day agency spokesperson training sessions for clients

Social Media and Content:

- Increased client's Pinterest-specific website traffic by 56 percent with social pinning strategy
- Developed targeted Facebook ad plan that increased pages/sessions on client blog by 39 percent, time on page 255 percent year over year
- Used Instagram to live post for client during celebrity spokesperson event, which increased platform-specific website referrals 167 percent
- Organized three-month Vine series with fitness blogger to support client's exercise products
- Created SEO, content strategy that increased client's blog traffic 125 percent within three months

Blog Co-Chair

PRSA National New Professionals, January 2015-Present, Virtual Position

- Co-lead content strategy and manage dozens of guest writers for national PRSA blog, The Edge
- Developed new visual strategy and influencer series to increase readership for 2015

Public Relations Intern

The Bell Pottinger Group, July-August 2012, London, England

- Updated and monitored social media accounts for national and international clients
- Helped organize and promote client events, including international ReSource 2012 conference
- Pitched client stories to UK media, including first placement in LocalWorld.co.uk syndicates

Communication Specialist

Rastikis Ink Writing & Communications, February 2011-July 2012, Virtual Position

- Saved company 30 percent on investment in social media and content
- Wrote quarterly newsletters for local organizations and townships

Marketing and Communications Intern

Dayton Children's Medical Center, January-June 2011, Dayton, Ohio

- Wrote weekly press releases on company's health and medical news
- Explained complicated health conditions in lay language when writing patient stories

Awards

PRSA Cincinnati, 2014:

- *Young Professional of the Year*
- *Best-in-Show, Blacksmith Award: Special Event*
- *Blacksmith Award: Vimeo/Vine/YouTube*
- *Silver Award: Trade Show Marketing*
- *Silver Award: Best Placement*

PRSA East Central District, 2014:

- *Award of Merit: Integrated Communications*
- *Award of Merit: Special Event*

- *PR Up-and-Comer, Spin Sucks blog, 2014*
- *First place, Citizens of the World Photography Contest, University of Dayton*
- *2011 Dr. Florence I. Wolff Achievement Award for Outstanding Contributions in Academic, Extracurricular and Community Service Activities, University of Dayton*