

Kara Turner

Communications | Public Relations Professional

Email: karapturner97@gmail.com Phone: (530) 903-6457 Location: Laguna Niguel, CA

EDUCATION:

Utah Valley University: Orem, Utah

Bachelor of Science in Communication, Public Relations Emphasis

PROFESSIONAL EXPERIENCE:

Account Executive: Health+Commerce, Newport Beach, CA *Oct. 2022-Present*

- Draft press releases, blog posts, articles, and social media posts regarding personnel, clinical data results, and award recognition announcements
- Compile media lists, pitch client announcements to reporters, secure local and national media coverage
- Conduct weekly meetings with clients and internal team and provide updates for projects
- Create media backgrounders and media coverage reports as needed using Muck Rack
- Generate bi-weekly corporate social responsibility news summaries of articles for clients

Freelance Content Writer *Jan. 2021-Present*

- Wrote articles for Café Mom, The Dipp, Nicki Swift, Girls in Work and Adventure Protocol

Account Coordinator: Health+Commerce, Newport Beach, CA *Sept. 2021-Oct. 2022*

- Conducted media monitoring (including article identification and client cover emails)
- Developed content including client correspondence, meeting recaps, and social media content
- Compiled media lists, media backgrounders, coverage reports, maintained agency awards database and provided monthly recommendations to clients

Credentialing Specialist: Forefront Telecare, Irvine, CA *June 2019-Aug. 2021*

- Enrolled over 100 healthcare providers into 12 different state Medicaid & Medicare programs
- Conducted outreach out to providers to ensure necessary qualifications were met

Front Desk Associate: Massage Envy, Laguna Niguel, CA *August 2018-June 2019*

- Coordinated daily appointments with customers, sold over 20 annual memberships a month

Public Relations Intern: Reveille, Inc., Costa Mesa, CA *Jan. 2019-April 2019*

- Assisted in social media content creation for 5 major clients and client events
- Wrote 4 press releases a week, tracked engagement on 5+ large social accounts

Social Media Intern: WonderWomen Tech, Long Beach, CA *Sept. 2018-Dec. 2018*

- Created editorial calendar, drafted copy, published approved content on social channels

SKILLS & ACCOMPLISHMENTS

- 2+ years experience using Adobe Creative Suite, Hootsuite, Sprout, Muck Rack, and Cision
- 2+ years experience in PR campaigns, project management, and writing press releases
- 2+ years of WordPress, SEO, AP style, Canva, and editing social media copy