



MARISSA BACHRACH

PUBLIC RELATIONS/
SOCIAL MEDIA

INFORMATION

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SKILLS

Writing, editing, copy writing, photography, press releases, pitching, blogging, Wordpress, Twitter, Facebook, Instagram, Snapchat, TikTok, Excel, Canva, Hootsuite, iMovie, Photoshop (beginner,) InDesign (beginner,) Premier Pro (beginner)

RELEVANT COURSEWORK

- PR Campaigns
- PR Planning and Research
- PR Writing
- Social Media Movements
- Brand Management and Advertising
- Visual Communications

CAREER SUMMARY

Public Relations Specialist

Funbully | Feb 2021 - present

- Media relations (pitching, follow-up, etc.)
- Communications strategy and idea generation
- Writing and editing deliverables
- Social media management
- Daily client management and updates
- Success tracking, measurement and reporting
- Subject matter monitoring

Freelance Public Relations Specialist

Roaming Sapiens | Feb 2021 - present

- Research topics for relevant blog posts, write and edit blogs.
- Write and edit press releases.

Music Journalism Intern

Red Roll | Dec 2019 - Jan 2021

- Researched news and trends within the music industry for article ideas.
- Wrote one article per week, (news or editorial,) about a topic within the music industry, and published it via Wordpress.

Music/Tech Publicity Intern

rock paper scissors, inc. | Aug 2019 - May 2020

- Posted press clips/upcoming client concerts to StoryAmp and agency website.
- Researched radio stations/DJs, media outlets for pitching music and tech clients.
- Media relations (pitching, follow-up, etc.)
- Packaged client deliverables (CDs) to send to DJs/media outlets.

Communications Intern

JCC Chicago | June 2019 - Aug 2019

- Managed content curation/copy editing for JCC Chicago social media platforms including Instagram and Facebook.
- Created digital media content for several different JCC Chicago Instagram and Facebook accounts (iMovie videos, photo collages, Instagram posts, live posting Instagram stories from JCC Chicago events, posting sponsored Instagram content.)
- Contributed to, revised and followed the social media calendar.
- Assisted with Excel spreadsheets for several projects.

ACADEMIC EDUCATION

Indiana University Bloomington, The Media School

Bachelor of Arts in Journalism, 2020

- Attended from 2016 to 2020
- Specialization in Public Relations and Strategic Communications
- Member of Sigma Delta Tau sorority

Lane Tech College Prep High School

High School Graduate, Class of 2016

- Graduated cum laude
- Member of International Days Lithuanian Club 2014-2016