



MEGAN M. BREWSTER

PUBLIC RELATIONS SPECIALIST

PERSONAL PROFILE

I am a self-motivated and detail-oriented PR professional with more than 14 years of proven experience in media relations, crisis communications, campaign development, copywriting and project management for clients in various industries. I have honed my skills at top agencies in Florida and New York City, and I pride myself on my ability to think creatively, overdeliver on results and maintain a sense of humor under pressure.

WORK EXPERIENCE

PR Director

Aqua Marketing - St. Petersburg, FL | January 2014 - present

- Created and spearheaded annual public relations campaigns, integrating with all marketing departments and contributing to record-breaking years of visitation for tourism clients
- Developed relationships and collaborated with local, regional and national media, resulting in unprecedented earned media coverage and stretching of overall marketing budget
- Oversaw brand reputation management through public relations efforts and social media channels
- Spearheaded Crisis Communications Plan development and execution for all clients
- Collaborated with creative team on the development of high-impact scripts, PSAs, social and traditional advertising, presentations, websites, speeches and press releases for travel and tourism clients in a highly competitive marketplace

PR Senior Account Executive and Lead Writer

NSPR - Tampa, FL | July 2013 - January 2014

PR Account Executive

Fry Hammond Barr - Tampa, FL | July 2010 - February 2012

PR Account Executive

CooperKatz & Company - New York, NY | March 2008 - April 2010


EDUCATION

Seton Hall University, South Orange, NJ

Bachelor of Arts in Communications with an emphasis in PR | 2006

- National College Students Honor Society member
- Four-year Big East Academic All-Star (Diving)
- Magna Cum Laude, GPA: 3.74 / 4.0
- Minor in Spanish and Certificate in Business

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SKILLS SUMMARY

- Strategy and Plan Development
- Presenting
- Media Relations
- Content Development / Copywriting
- Crisis Communications
- Reputation Management
- Social Media Strategy

HIGHLIGHTS

-  Fourteen years of agency and freelance experience
-  Excellent time management skills
-  Highly competitive. No one beats me at being competitive.