

KARLEE LYNN PRAZAK

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EXPERIENCE

Media Relations Coordinator, GoPro | Sept. 2015 – present

- Generate weekly global and one-off media monitoring reports to share directly with E-staff and across company departments as well as with external vendors
- Act as the managing editor for GoPro's blog, The Inside Line
- Manage and maintain relationships with contracted international agencies
- Create pitches and work directly with media to promote and seed new products for reviews
- Assist media with interview and photography asset requests
- Manage summer intern program for the media relations team
- Work closely with team to create go-to-market launch plans for new products and software. Managed logistics for the HERO5 launch, various software launches and the 2016 Athlete Summit from conceptualization to day-of event execution and post-event reporting.
- Travel regularly to events to host media and manage event flow

Social Media Editor/Marketing, Lifescript.com | March 2015 – Sept. 2015

- Hired as company's first-ever Social Media Editor and created the current content marketing workflow and style guidelines from the ground up
- Worked directly with marketing team leads to execute content marketing tactics, including writing copy, photo gathering/editing, graphic design and web publishing
 - Projects effectively increased traffic by 30% and doubled page views per session
- Served as the frontline for creating and sharing trending content with consumers
- Utilized SEO and web-tracking principals to analyze and improve team's efforts

Graphic Designer & Assistant Editor, Firebrand Media | Sept. 2012 – March 2015

- Led weekly production of the Newport Beach Independent newspaper
- Managed photo shoots, art curation, layout and design for 7 magazine titles simultaneously
- Worked directly with management and clients to design marketing materials
- Pitched, wrote and edited feature stories, news briefs and community news articles
- Produced and edited videos to accompany web versions of feature stories

Art, Editorial & Web Design Intern, Firebrand Media | Sept. 2012

- Assisted with copy editing and front-of-book writing tasks
- Pitched and wrote feature stories, including executing interviews
- Assisted editors and designers to execute weekly newspaper production
- Worked with art directors to design of print-ready magazine layouts
- Published print content to WordPress format website

Managing Editor, Mustang Daily | June 2011 – June 2012

- Oversaw operations of a daily student-run newspaper with 30+ person staff and a daily circulation of 6,000 — responsibilities included:
- Daily tasks included content creation, design and editing; running budget meetings; and recruiting, interviewing and retaining staff

Copy Editor & Reporter, Mustang Daily | June 2010 – June 2011

- Edited and created multimedia content on deadline
- Managed daily content posting to the publication's official website

SKILLS

- Adobe Creative Suite, Microsoft Office, Final Cut Express, WordPress
- Proficient in Google Analytics and various media monitoring tools
- Website design—HTML and CMS/Sitcore
- Photography and videography experience

EDUCATION

California Polytechnic State University
San Luis Obispo, CA | Sept. 2008 – June 2012

- B.S. in Journalism—graduated cum laude with a minor in English