

SHERRY LONG

EXPERIENCED PUBLIC RELATIONS AND DIGITAL MARKETING PROFESSIONAL



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SKILLS

PROFESSIONAL

- Strategic Communications Planning
- Media Relations, Social Media, Videography, and Video Editing
- Associated Press Style and SEO Writing and Editing
- Analytics and Coverage Reports
- Graphic Design
- Project Management
- Research

EDUCATION

MASTER OF JOURNALISM
Strategic Communications

[University of North Texas](http://www.universityofnorthtexas.edu)
[Mayborn School of Journalism](http://www.universityofnorthtexas.edu/mayborn)
2014 - 2016

BACHELOR OF FINE ARTS
Radio/TV Broadcasting

[Sam Houston State University](http://www.samhoustonstate.edu)
[Mass Communications](http://www.samhoustonstate.edu/mass)
1994 - 1998

PROFILE

Versatile strategic communications professional with an extensive background in creating compelling content, interacting with media personnel, engaging audiences, videography, and digital marketing

PROFESSIONAL EXPERIENCE

PUBLIC RELATIONS CONSULTANT

[Grove Oak Media](#) | Feb. 2018 - present

Build and update websites, strategically plan and launch social media campaigns, secure positive media coverage for small firms and nonprofits to engage and educate their audiences

- Planned and successfully executed events by fostering partnerships with other organizations. Promoted the events online, in print, and through the news media
- Created and implemented (earned/paid) social media postings
- Wrote press releases, media advisories, talking points
- Designed literature for online and print distribution

PUBLIC RELATIONS SPECIALIST

[Massena Memorial Hospital](#) | Feb. 2017 – Feb. 2018

Positively highlighted the brand voice across digital and print platforms. Increased growth channels through press releases, email, social media, web, community events, multi-media content

- Promoted a new online interactive healthcare encyclopedia, with **unique page views topping 4,500 in 6 months**
- Initiated “Ask the Specialist” preventive health care seminars resulting in **89% increase in doctor office visits**
- Developed fundraising literature for the Auxiliary, which **raised \$30,000 in a year**
- Social media engagement rose **48 percent in a year**

NEWS PROMOTION ASSISTANT

[University of North Texas](#) | Sept. 2015 – May 2016

Identified intriguing stories to promote our diverse academic programs across a variety of media platforms

- Interacted with **eight senior or VP-level officials** to interview, shot, and edit a conference video highlighting the university's strengths and accomplishments
- **The New York Times** published a pitched story which was reprinted in the *San Antonio Express-News* and 4 other media outlets
- Uncovered inspirational stories to pitch to local and regional news media, **resulting in a 37 percent success rate for media coverage**
- Created and distributed daily email newsletters to **4,935 faculty and staff on campus**
- Wrote creative and engaging press releases, media advisories, and social media postings

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SKILLS

TECHNICAL

- Adobe Photoshop, Spark, InDesign, Premiere Pro, and Audition
 - Canva
- Cision/Meltwater
- Canon Digital SLR
- Microsoft Office
- WordPress/CMS
 - Mailchimp

CERTIFICATIONS

Google Ads Certification
Jan. 2021 – Jan. 2023

HubSpot Social Media
Marketing Certificate
May 2021

Strategic Public Relations
Certificate
University of North Texas
May 2016

MEMBERSHIPS

[Public Relations Society
of America](#)
Jan. 2014 - present

PROFESSIONAL EXPERIENCE Continued

MEDIA SPECIALIST PARTNER

[One Mission](#) | Feb. 2014 – April 2015

- Branding and positive publicity resulted in pediatric cancer charity **raising more than \$125,000** during its inaugural year in North Texas. More than 195 men, women and children shaved their heads during the inaugural Texas Buzz-Off
- Three DFW TV stations, *Dallas Morning News*, *Ft. Worth Star-Telegram* covered the event
- Social media outreach engagement increased more than **35 percent during the campaigns**

COMMUNICATIONS ASSOCIATE

Political campaigns | Aug. 2012 – June 2013

- Educated media outlets, residents and civic minded organizations about candidates' platforms through branding, graphic design, media outreach, event coordination, and social media
- Planned, scheduled and successfully coordinated press conferences, guest appearances, speaker forums and fundraisers
- Prepared candidates for debates and media interviews
- Underdog city councilman candidate **forced a special run-off race** after increasing brand recognition
- Coached field organizers on how to interact with potential voters

COMMUNICATIONS COORDINATOR

[Local Living Venture](#) | March 2011 – June 2012

- Spearheaded and then executed communications plan for grassroots environmental nonprofit's Local Living Festival (**record breaking attendance of 2,375 people**)
- Coordinated the festival's Campus Sustainability Summit with student reps from five regional universities participating
- **Secured regional media coverage** for an environmental documentary film screening and panel discussion regarding farmers
- Designed flyers, handouts, and other literature to highlight ecological based workshops and classes

NEWS REPORTER

[The Times Leader](#) | Feb. 2007 – Feb. 2011

- **Coordinated team coverage** and secured exclusive interviews with President Obama and Vice President Biden in '08 election
- First print reporter to incorporate video production with my daily news stories
- Updated website with breaking news posts
- Covered two towns in NEPA writing compelling stories to educate the public on local issues, state politics, and education