

Jameson Bull

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Public Relations Specialist | Account Executive

Professional Profile

A tech-savvy public relations specialist with expertise in media relations, social media and strategic positioning

Professional Experience

SHIFT Communications, Brighton, MA

July 2008 – January 2009

Account Executive

The Holmes Report – 2008 - New Media Agency of the Year

Managed public relations programs for high-tech, consumer and security clients using print, broadcast, and Web media strategies, specializing in traditional and social media relations for technology clients

- ✓ Pitched reporters on specific story ideas to introduce them to a client or to provide a new article opportunity
- ✓ Secured coverage for clients in numerous top tier business and vertical publications such as CNN.com, Advertising Age, eWeek, and ComputerWorld through strategic public relations plan development and tactical implementation of communications strategy
- ✓ Researched, drafted and edited press releases and byline articles for new technology products and corporate news announcements, resulting in news coverage in many leading industry publications
- ✓ Led analyst relations tours and managed speaking and awards calendars for client thought leadership programs

Lois Paul & Partners, Woburn, MA

August 2006 – June 2008

Account Representative

“Lois Paul & Partners is a leading, national strategic communications agency that provides a wide range of public relations services to emerging and established high technology and life sciences companies.”

Managed public relations programs for multiple enterprise technology clients in the application development, life sciences, semantic search, television advertising, and energy industries

- ✓ Played a primary role in the development of the agency’s social media practice, managing digital presence, and packaging social media-related services for clients
- ✓ Managed vertical and business press outreach programs and secured media coverage in top-tier media outlets, such as eWeek, Baseline, New Tee Vee, ComputerWorld, Application Development Trends, Upstream Technology Magazine, and Channel Insider
- ✓ Wrote over 25 press releases announcing new customers, product announcements, speaking engagements, partnership agreements and funding round closings
- ✓ Led analyst relations tours and managed speaking and awards calendars for client thought leadership programs
- ✓ Played a leadership role with agency’s new media team to conduct both internal and client trainings, integrating emerging Web 2.0 technologies in their communications and marketing programs
- ✓ Planned and directed multiple agency-wide trainings on in-demand topics, such as podcasting, blog construction, monitoring, tagging, social media releases, social media ethics, RSS, Second Life, and search engine optimization

Technology Snapshot

Wordpress | TypePad | Podcast Recording | Cision | Vocus | RSS Readers | HTML
Adobe InDesign, PhotoShop, & Illustrator | Dreamweaver | Microsoft Office

Education

Master of Science – Public Relations

Syracuse University – S.I. Newhouse School of Public Communications (2006)
Cumulative GPA 3.778

Bachelor of Arts – Public Relations

Quinnipiac University, Hamden, CT (2005)
Minor: Psychology | Graduated Cum Laude