JULIAN MERCER

PUBLIC RELATIONS SPECIALIST

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PROFESSIONAL SUMMARY

Public Relations Specialist with 6+ years securing earned coverage and managing media relationships for technology and consumer clients. Writes sharp pitches and releases, supports crisis response, and reports results in terms clients use to judge reputation and demand.

PROFESSIONAL EXPERIENCE

Senior Account Executive, Public Relations Jan 2022 - Present
Edelman, San Francisco, CA

- Lead media relations for two technology accounts, securing 140 placements in business and trade outlets over the last 12 months.
- Write and pitch news releases, bylines, and executive Q&As, with about a third of pitches converting into briefings or published stories.
- Built targeted media lists for each launch by beat, region, and past coverage, raising the share of relevant journalist replies to 28%.
- Prepared spokespeople with message houses and mock interviews, improving message pull-through in coverage from 54% to 71%.
- Support the account lead on issues monitoring, drafting holding statements and Q&A within two hours of a developing story.
- Report monthly on reach, sentiment, and share of voice, adding recommendations that shaped the next quarter's media plan.
- Trained two junior team members on pitching, list building, and coverage reporting, bringing both to independent client work within six weeks.

Account Executive Jul 2020 - Dec 2021
Weber Shandwick, New York, NY

- Supported consumer launches for food and wellness brands, delivering 90 earned placements across national and regional media.
- Organised press events and product sampling for 35 journalists and creators, generating coverage from 60% of attendees.
- Monitored daily coverage with Cision and Meltwater, producing clippings and summaries for client teams before 9 a.m.
- Drafted press kits, fact sheets, and social copy reviewed by senior staff, shortening approval rounds from three to two.
- Coordinated influencer outreach with a paid partnership agency, tracking deliverables for eight creators across two campaigns.
- Created a post-campaign review template adopted by the team to compare coverage quality, tone, and message delivery.
- Wrote award submissions and bylined articles for two food and wellness clients, with one entry named a regional industry finalist.

CORE SKILLS

Media relations | Pitching | Press releases | Message development | Media training support | Crisis communications | Coverage reporting | Media list building | Influencer outreach | Event support | Cision | Meltwater | Social media | Writing and editing

EDUCATION

B.A. in Public Relations, Syracuse University, Syracuse, NY

CERTIFICATIONS

Google Analytics Certification | Hootsuite Social Marketing Certification