

ALLY SPIROFF

PUBLIC RELATIONS & COMMUNICATIONS SPECIALIST

PROFESSIONAL SKILLS

Media relations
Corporate communications
Journalism
Pitching
Multimedia content development
Content management systems
News media monitoring & tracking
Social media content & strategy
International communications
Project & budget management
Adobe Creative Suite
Google Analytics certified
Marketing
Editing
Basic HTML
AP style
Photography
Cision
Hubspot

PERSONAL SKILLS

Reliable
Passionate
Imaginative
Collaborative
Articulate
Detailed
Approachable
Resourceful

CONTACT

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SOCIAL

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IG: @ally_spiroff
T: @allyspiroff

WORK EXPERIENCE

PUBLIC RELATIONS MANAGER

Hawke Media | Jul 2019 - Present

- Spearhead the development of Hawke Media's cutting-edge image and position in the marketplace through print, broadcast, and online media, in order to promote one of the world's fastest-growing marketing consultancies to the public, prospective clients, and strategic partners.
- Act as the content advisor, liaison, and spokeswoman to the CEO, COO, VP of Marketing, Head of People, Head of Sales, VP of Partnerships, and other key stakeholders, for both press communications and public appearances.
- Write, edit, and fact-check thought-leadership pieces on Forbes, Entrepreneur, Ad Age, and more for the CEO, HR team, and all other company executives, driving an 100 percent increase in traffic back to our website.
- Work closely with the content, email, event, and social managers, as well as external partners, to generate trend reports and develop a cohesive, SEO-driven content strategy and calendar for key campaigns and events.
- Research, develop, and pitch newsworthy stories to top-tier publications and journalists, increasing news mentions and leads generated by 200 percent.

DIGITAL EDITORIAL ASSISTANT & SOCIAL MEDIA EDITOR

Runner's World & Bicycling | Sep 2017 - Jul 2019

- Pitched, researched, conducted interviews for, wrote, and fact-checked stories for the Runner's World and Bicycling websites.
- Contributed to division-leading affiliate-commerce efforts.
- Improved website traffic by writing and coding clickable headlines and blurbs for daily email newsletters sent out to all 600k+ digital subscribers.
- Started as the Corporate Communications Intern, was promoted to Digital Editorial Assistant within two months, and again as the Social Media Editor.
- Crafted and told stories via all social media channels, an audience of six million+ followers, that drove traffic back to websites,
- Collaborated with editors to build out a social content calendar.

CONTRIBUTING WRITER

VICE Media | Jul 2017 - Present

- Quickly became a trusted contributor to a multiple-time Emmy-award-winning publication on their health and wellness vertical, Tonic.
- Tell fascinating stories and bolster heds and deks, increasing website traffic.
- Grow Tonic's network of doctors and other health professionals by reaching out to new specialists for interviews.

EDUCATION

MASTER OF COMMUNICATIONS, DIGITAL MEDIA & STORYTELLING

Loyola University Chicago | 2015 - 2017

BACHELOR OF ARTS, ENGLISH

Loyola University Chicago | 2011 - 2015