

BRIDGET SCHULTE

• public relations • communications •

ABOUT ME

Highly-organized and driven public relations specialist with 2.5 years of professional experience. Demonstrated self-starter with excellent time management skills and a passion for the entertainment industry, specifically film and television. Experienced writer and content creator eager to learn through hands-on experiences and increase my skill set while receiving guidance from mentors and professionals.

CONTACT

(314) 584-9664
bschulte242@gmail.com
[LinkedIn](#)
bridgetschulte.com

EDUCATION

Loyola University Chicago • May 2022
Bachelor of Arts | Advertising & Public Relations

EXPERIENCE

HighKey Agency | Independent Contractor, Public Relations

June 2023 - Present | Remote

- Manage all earned media efforts for 5-7 clients in various such as beauty, tech, finance and more
- Create strategic and timely pitches for clients on a weekly basis
- Secure interviews and questionnaires for clients and prep clients ahead of interviews
- Build media lists using MuckRack, customizing lists for each pitch and client
- Draft, review and edit press materials such as articles, bios, press releases and alerts
- Curate angles and discussion topics for the HighKey Blog

The Walt Disney Company | Public Relations Intern, Walt Disney World Resort

May 2022 - June 2023 | Celebration, FL

- Crafted press releases, photo captions, blog posts and fact sheets
- Assisted with tactic development and execution for several lines of business
- Led photography and b-roll shoots for new property offerings including creating shot lists and schedules and choosing selects
- Monitored for and collected media coverage using Cision to create weekly reports
- Generated complete catalog of offerings to keep asset library up to date
- Inserted metadata into photos through Photoshop and uploaded assets to media website utilizing a WordPress system

Carol Fox & Associates | Public Relations Associate

January 2022 - May 2022 | Chicago, IL

Public Relations Intern, Sept. 2021 - Dec. 2021

- Wrote press releases, media pitches, media alerts and event listings
- Searched for and compiled press coverage into reports for clients
- Calculated impressions and publicity value of coverage

Heron Agency | Public Relations Intern

September 2021 - December 2021 | Chicago, IL

- Researched contacts and created lists for media, businesses and apartment complexes
- Wrote pitches for client events to send to contact lists and posted in Facebook groups to secure coverage

KCommunications, LLC. | Digital Marketing Intern

June 2021 - August 2021 | Chicago, IL

- Wrote an average of 15 captions daily in brand voice for 10 different clients across social media platforms
- Researched the Instagram and Facebook algorithms and implemented new strategies to client accounts
- Assisted in content creation, scheduling and posting for client social media accounts

GK - TMG Realty | Marketing and Public Relations Intern

May 2019 | St. Louis, MO

- Created and published content for a biweekly social media campaign
- Designed descriptive listing and selling booklets for clients
- Initiated daily follow-ups with supervisor for feedback and operated within a self-imposed schedule