Allison Copley

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Professional Summary

Communications professional with a focus on entertainment and media PR, specializing in media relations, press releases, and content strategy. Proven track record of building journalist and influencer relationships, supporting high-profile accounts, and executing campaigns across entertainment and corporate sectors.

Skills

Communications: Media relations, Press releases, Media outreach, Press relations, Crisis communication, Corporate communication
Strategy & Content: Content strategy, Social media marketing, Media campaign coordination, SEO
Tools & Platforms: Meta Business Suite, Notion, Canva

Experience

Public Relations Intern 10/2026 – Present
Anderson Group Public Relations *Los Angeles, CA*

- Conducted outreach to journalists, bloggers, influencers, authors, and entrepreneurs to build media relationships and boost brand visibility.
- Wrote pitches, follow-up emails, and press releases for Anderson Group accounts.
- Maintained media databases with contacts, placements, and campaign notes.
- Collaborated with colleagues and leadership to support account deliverables.

Corporate Communications Public Relations Intern 10/2023 – 05/2024
JONESWORKS

- Monitored 50+ monthly media mentions, delivering timely coverage alerts to improve media response times.
- Built media lists and tracked coverage across broadcast, print, and digital channels.
- Drafted a crisis statement for Birmingham City FC's relegation to manage negative publicity.
- Created press kits and optimized On Brand with Donny Deutsch podcast metadata to increase audience engagement.
- Assisted with communication strategies for high-profile accounts including Donny Deutsch, Birmingham City FC, Emma Grede, and Diane von Furstenberg.

Social Media Marketing Intern 04/2023 – 05/2023
American Weekend Entertainment

- Created graphics and short-form videos for Instagram and TikTok, boosting engagement and elevating brand visibility.
- Published 10+ monthly artist posts using SEO tactics, coordinating cross-platform scheduling to optimize audience reach.
- Researched industry trends to inform marketing strategies and maintain campaign relevance.

Social Media Manager 06/2023 – 05/2024
California Lutheran University *Thousand Oaks, CA*

- Tracked and optimized engagement metrics using Meta Business Suite and Notion to enhance audience interaction.
- Managed content calendars to deliver consistent, on-brand messaging across platforms.
- Created social media graphics and content using Canva.
- Collaborated with campus departments to promote programs, events, and student achievements.

Human Resources Assistant 07/2024 – 01/2026
People Creating Success

- Managed recruiting and onboarding processes, ensuring accurate employee records for effective new-hire integration.
- Coordinated job postings, resume screening, and interviews to attract and select top talent.
- Conducted candidate phone screenings across 5 Southern California regions to assess qualifications and fit.

Education

Full Sail University Winter Park, FL
Master of Arts: Public Relations. *Expected 07/2027*
Berklee College of Music
Certification: Music Business Fundamentals. *05/2026*
California Lutheran University Thousand Oaks, CA
Bachelor of Arts: Marketing Communications. Magna Cum Laude. GPA: 3.89. *05/2024*

Awards & Honors

- American Advertising Federation — Bronze ADDY Student Award for Online/Interactive Campaign (PR Plan)