

ALAN D. BENNETT

PUBLIC RELATIONS PROFESSIONAL & DIGITAL STORYTELLER

CONTACT

+1 (207) 210-8537
alandavidbennett@gmail.com
alandavidbennett.com

<https://www.linkedin.com/in/alandbennett/>

SKILLS & EXPERTISE

- News writing and AP style
- Media relations and public affairs
- Social media development, management, and social listening
- Content development and creation
- Multimedia storytelling
- Copy editing/proofreading
- Marketing copywriting
- Photography and videography
- Metrics and PR measurement
- CMS management
- Project management
- Policy/style guide implementation

PROFICIENCIES

- Adobe Creative Suite
- Microsoft Office 365
- Google Workspace
- Wordpress, Drupal
- Hootsuite, Sprout Social
- Cision, Meltwater, Muck Rack

CREATIVE STRENGTHS

- Proactive and efficient communicator
- Excellent written and verbal communication skills
- Strong relationship-building skills
- Demonstrated success in media relations and story pitching
- Eager to explore new methods of storytelling by leveraging new and existing digital platforms

HONORS & PROFESSIONAL DEVELOPMENT

- Ragan 2018 Social Media & Digital Communications Conference at Amazon (Seattle)
- Maine Public Relations Council Event Programming Committee
- PR Daily 2022 Media Relations & Measurement Conference (NYC)
- 2022 Maine Public Relations Council Golden Arrow Award (Silver) for Media Relations Campaign
- 2023 Maine Public Relations Council Golden Arrow Award (Gold) for Media Relations Campaign

EXPERIENCE

COMMUNICATIONS SPECIALIST

University of New England | Dec 2019 - Current

Writer and PR strategist for high-functioning, award-winning communications office supporting institutional marketing and public relations goals.

- Writes and constructs news stories for University website
- Develops stories for multimedia channels, including social media, video, and the University website
- Works across teams to develop and/or gather multimedia assets for storytelling purposes
- Liaises with media for coverage of events, research, press conferences, etc. to place stories in regional and national publications both traditional and digital
- Drafts internal and external messages from high-level University officials including President and Provost
- Provides editorial insight and strategy for team projects – including ad campaigns, press campaigns, and the UNE Magazine – and develops integrated marketing content
- Oversees measurement and reporting of PR metrics; works with Director of Communications to establish measurement goals
- Assists in developing PR strategy consistent with University goals and strategic priorities
- Disseminates weekly community newsletter
- Provides photo, video, and social media support

DIGITAL AND SOCIAL MEDIA SPECIALIST

University of Southern Maine | Aug 2017 - Dec 2019

Manager of official University social media accounts and creator of digital content for web and social media, including photo, video, and interactive pieces.

- Developed strategic communications in collaboration with campus constituents and Executive Director of Public Affairs
- Provided support directly to President and University of Maine System on communication and digital media strategies
- Developed communications policies, procedures, and toolkits
- Produced monthly, statewide TV show
- Led and developed toolkit for organic social media campaign for successful state bond referendum on behalf of University of Maine System

STAFF WRITER

The Journal Tribune | May 2016 - Aug 2017

Reporter for county's only daily newspaper.

- Responsible for covering seven communities and writing up to a dozen or more stories per week
- Broke several stories later picked up by The Associated Press
- Author of popular food and cooking column

EDUCATION

BACHELOR OF ARTS IN JOURNALISM WITH HONORS

University of Maine | Orono, Maine | 2012 - 2016
President, Lambda Pi Eta Communication Honor Society
Phi Kappa Phi Honor Society
Summa Cum Laude

CERTIFICATE, INTENSIVE TRAINING IN MULTIMEDIA SKILLS

Craig Newark Graduate School of Journalism | New York, New York | 2015