

JENNA SOULES

Public Relations Professional

Contact

(863) 337-1515

Jennasoules@outlook.com

[linkedin.com/in/jenna-soules/](https://www.linkedin.com/in/jenna-soules/)

jennasoules.com

Key Skills

Earned TV and Print Media

Integrated PR Campaigns

Media Training and Coaching

Content Creation for TV News

Client Account Management

Media Kit Development

Community Relations

Nonprofit Partnerships

Event Planning

Crisis Management Strategy

Press Release Writing

Thought Leadership

Social Media Strategy

Education

BACHELOR OF SCIENCE

Integrated Public Relations

and Advertising

University of South Florida

3.8 GPA

Kappa Tau Alpha Honor

Society

Public Relations Student

Society of America

ASSOCIATE OF ARTS

Liberal Arts

Polk State College

Career Summary

Dedicated PR professional with 4 years of experience working with over 20 clients in a diverse range of industries to increase public awareness and engagement with brands, initiatives, and nonprofits. Passionate about spotlighting organizations creating positive community impact through TV, print, and radio media placements. Experienced leader, practiced in developing new partnerships, initiatives, and campaigns while managing client relationships and exceeding KPIS.

Professional Experience

PUBLIC RELATIONS DIRECTOR

JAN 2025 – PRESENT

Southern Palm Communications | Tampa, Florida

- Led PR strategies for client accounts in different industries, including moving and storage, nonprofit child welfare, spa wellness, credit union banking, pediatric cancer nonprofits, housing development, mental health, and career transition support.
- Leveraging TV and print media PR strategies to earn clients over \$11 million in publicity value annually, with national news placements in Good Morning America, Yahoo! News, USA Today, MSN News, and Newsmax.
- Secured local TV, radio, and print media placements in Tampa Bay, Orlando, Miami, Palm Beach, Portland, ME, and San Antonio, TX media markets.
- Developed lasting corporate/nonprofit partnerships and corporate social responsibility campaigns combined with media opportunities to optimize client giving in balance with community visibility.
- Created targeted PR plans resulting in increased donations, community nominations, foster parent recruitment, event registration, and social awareness.

PR ACCOUNT COORDINATOR

OCT 2023 – JUN 2024

National Strategies Public Relations | Tampa, Florida

- Worked with a team to create diverse media lists to optimize national coverage of client stories through daily pitches resulting in a monthly average of 5 media placements per client, exceeding KPIs.
- Developed and implemented strategic social media campaigns in line with multimedia strategies for 8 individual clients, resulting in over 30% increase in engagements on Facebook, Instagram, X, and LinkedIn.
- Composed and edited 16 blog articles per month for nonprofit and for-profit clients, increasing SEO/website traffic and establishing credibility of clients as thought leaders in their respective industries.
- Led copywriting and HTML email design for 4 separate client monthly newsletters, increasing subscriber lists by 23% and maintaining an open rate of over 25%.

STORE MANAGER

MAY 2022 – AUG 2023

Steepologie Teas | Tampa, Florida

- Optimized customer experiences through enacting customer education sales techniques, resulting in a 45% increase in sales and a 20% increase in return customers and rewards program enrollment.
- Maintained a monthly average of over \$30,000 in personal sales while leading team training exercises on historical and cultural tea practices, merchandise handling, and sales techniques.
- Developed an organizational system for managing merchandise, resulting in more accurate store records and an 85% decrease in product loss.
- Cultivated strong administrative relationships, ensuring seamless operations during high traffic seasons and effective lines of communication within the leadership team.