

# ALBERT J. HEAPE

(224)-678-6250; albertheape@gmail.com  
[www.aboutalbert.com](http://www.aboutalbert.com) | [www.linkedin.com/in/albertheape](https://www.linkedin.com/in/albertheape)

## RELEVANT EXPERIENCE

### **Bob Gold & Associates**

*Account Executive*

Redondo Beach, California (Remote)

December 2023 – Present

- Serve as the team lead on multiple client accounts, including a sports streaming service, for which our top PR campaign resulted in 417+ original stories across major outlets like NY Times, ESPN, Sports Illustrated, USA Today and more
- This campaign alone reached 37.1M readers, had a combined total publication-wide audience of 1.37 billion, and achieved \$28.3 million in advertising value equivalency

*Account Coordinator*

December 2022 – November 2023

- Craft a variety of PR materials, including press releases, media pitches, case studies, white papers, op-eds, and award submissions
- Secure client briefings with top-tier analyst firms such as Forrester, Gartner, IDC and more
- Secure prestigious industry awards for clients, such as the Cablefax 100, Cynopsis Top Women in Media Awards, AdExchanger/AdMonsters Top Women in Media & Ad Tech Up and Comers Awards and more

### **A 'Beary' Good Time Blog**

*Founder & Content Creator*

Portland, Oregon

February 2023 – Present

- Manage a popular social media blog focused on Disney theme parks, with a following exceeding 13,300 on TikTok and 1,000 on Instagram/Facebook, along with curating the accompanying custom-built WordPress website, [www.abearygoodtime.com](http://www.abearygoodtime.com)
- Utilize storytelling and video production skills to create engaging content, achieving over 3.5M views and 503K likes on TikTok and reaching 360K and 100K audiences on Instagram
- Strategically analyze social media data and optimize SEO to expand reach, drive audience growth, and boost engagement

### **University of Southern California**

*Communications Specialist, University Relations*

Los Angeles, California

May 2021 – May 2023

- Created content and managed social media for Trojan Shop Local, USC's local & diverse business support initiative
- Implemented new video content strategy resulting in a 123.6% increase in Instagram reach and 145% increase in engagement, with the first Instagram Reel garnering 520 likes, 379 shares, and 214 saves, while reaching 9,524 accounts
- Created, distributed, and managed multiple newsletters for 2,600+ community members

### **Los Angeles Sports & Entertainment Commission**

*Super Bowl LVI Social Media Command Center Staffer*

Los Angeles, California

January 2022 – February 2022

- Utilized advanced social media listening tools to promptly respond to NFL fan inquiries across platforms
- Measured and monitored social media sentiment while amplifying positive messaging and correcting misinformation in real-time to ensure an accurate and engaging fan experience
- Compiled comprehensive daily social media reports for the NFL social media team, offering valuable insights and metrics to inform strategic decision-making

### **University of Oregon**

*Social Media Coordinator, DucksAfterDark*

Eugene, Oregon

March 2020 – March 2021

- Directed social media for DucksAfterDark, UO's campus film screening program, reinvigorating the program with online screenings and activities to sustain engagement amid Covid-19
- Doubled Instagram engagement from 7.29% to 14.12% and grew followers by over 18% during the pandemic

## EDUCATION

### **University of Southern California, Annenberg School for Communication and Journalism**

*Master of Arts in Public Relations and Advertising (Cumulative GPA: 3.92)*

Los Angeles, California

May 2023

### **University of Oregon, Lundquist College of Business**

*Bachelor of Science in Business Administration*

*Minors in Anthropology & Media Studies (Cumulative GPA: 3.63)*

Eugene, Oregon

March 2021