

ALBERT J. HEAPE

(224)-678-6250; albertheape@gmail.com

www.aboutalbert.com | www.linkedin.com/in/albertheape

RELEVANT EXPERIENCE

Bob Gold & Associates, Tech-Focused PR & Marketing Firm

Portland, Oregon (Remote)

Public Relations Account Executive

December 2023 – Present

- Develop and advise B2B social media strategies, leveraging advanced listening tools to optimize engagement, elevate executive thought leadership and integrate key influencers into campaigns to amplify brand awareness
- Execute comprehensive PR campaigns, drafting news releases, curating strategic media lists, securing interviews, tracking coverage and analyzing performance metrics for clients
- Won the 2024 PRSA LA PRism Award in Sports & Entertainment Media Relations for leading the Utah 360° app launch campaign, securing 522 stories in top outlets like *The New York Times*, *ESPN* and *USA Today*, with an on-air mention by *ESPN First Take's* Stephen A. Smith, reaching 46.58 million readers and generating over \$35 million in ad value equivalency
- Secured 30+ prestigious industry awards for clients by crafting award-winning nominations for personnel, companies and products, earning recognition from top publications like *AdExchanger*, *AdMonsters*, *Cablefax* and *Cynopsis*

Public Relations Account Coordinator

December 2022 – November 2023

- Crafted a range of PR materials, including press releases, media pitches, case studies, op-eds and award submissions to effectively communicate client narratives
- Built key relationships with B2B tech and entertainment media and analysts, expanding the firm's network and increasing opportunities for client coverage

University of Southern California, University Relations

Los Angeles, California

Communications Specialist

May 2021 – May 2023

- Revolutionized Trojan Shop Local's social media strategy by focusing on short-form video content, boosting Instagram reach by 124% and engagement by 145%; the top post garnered 520 likes, 379 shares and 214 saves, reaching over 9,500 accounts
- Enhanced community engagement by crafting impactful news releases, internal memos and distributing newsletters to over 3k+ community members

Los Angeles Sports & Entertainment Commission

Los Angeles, California

Super Bowl LVI Social Media Command Center Staffer (Contract)

January 2022 – February 2022

- Monitored and managed social media sentiment using listening tools during Super Bowl LVI fan experiences; responded to fans in real-time to correct misinformation, provide accurate information and enhance overall fan engagement
- Delivered comprehensive daily reports on social media trends and fan sentiment for the NFL media team, providing actionable insights that informed and improved fan engagement strategies throughout Super Bowl LVI

University of Oregon's Ducks After Dark Film-Screening Program

Eugene, Oregon

Social Media Coordinator

March 2020 – March 2021

- Transformed Ducks After Dark's social media strategy during COVID-19 by pioneering online screenings and interactive digital activities, boosting Instagram engagement by over 200% and growing followers by 55%
- Orchestrated a seamless transition back to in-person events, consistently reaching full capacity for screenings, hosting over 500 students across 5+ events while ensuring safety protocols were met

EDUCATION

University of Southern California, Annenberg School for Communication and Journalism

Los Angeles, California

Master of Arts in Public Relations and Advertising

University of Oregon, Lundquist College of Business

Eugene, Oregon

Bachelor of Science in Business Administration

Minors in Anthropology & Media Studies