

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

Public Relations Account Executive

Portland, Oregon (Remote)
December 2023 – Present

- Won the 2024 PRSA LA PRISM Award for leading the Utah 360° app launch campaign, securing 522 stories in top outlets like The New York Times, ESPN and USA Today, including an on-air mention by ESPN First Take's Stephen A. Smith; reached 46.58 million readers with an ad value equivalency of over \$35 million
- Drafted award-winning nominations, securing 30+ prestigious awards for clients from top publications like AdExchanger, AdMonsters, Cablefax, Cynopsis and more
- Led the migration of media lists from Excel to HubSpot, saving hundreds of hours of manual data entry, reducing errors and enhancing flexibility—boosting productivity and streamlining media outreach
- Integrated AI-powered tools firm-wide, boosting efficiency, saving time on routine tasks and enabling focus on strategic work—delivering stronger client results

Public Relations Account Coordinator

December 2022 – November 2023

- Crafted diverse PR materials—press releases, media pitches, case studies, op-eds and award submissions—that effectively communicated client narratives
- Built key relationships with tech and entertainment media and analysts, expanding the firm's network and increasing opportunities for client coverage

University of Southern California, University Relations

Communications Specialist

Los Angeles, California
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 2,600 community members

Los Angeles Sports & Entertainment Commission

Super Bowl LVI Social Media Command Center Staffer (Contract)

Los Angeles, California
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

Social Media Coordinator

Eugene, Oregon
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

Master of Arts in Public Relations and Advertising

Los Angeles, California

University of Oregon, Lundquist College of Business

Bachelor of Science in Business Administration
Minors in Anthropology & Media Studies

Eugene, Oregon