

ALBERT J. HEAPE

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RELEVANT EXPERIENCE

Bob Gold & Associates (PR & Marketing Firm)

PR Account Manager

Portland, Oregon
July 2025 – Present

- Secure top-tier entertainment, sports, and media coverage across outlets including *Variety*, *Deadline*, *The Hollywood Reporter*, *CNBC*, *Sports Illustrated*, *Business Insider*, *Axios*, *IndieWire*, *Front Office Sports*, *Daily Mail*, and more
- Lead communications strategy and execution across entertainment, sports, and media clients, overseeing messaging, media relations, and campaign performance end to end
- Author and manage external and internal communications, including press releases, bylined articles, community-facing statements, campaign recaps, and executive briefing materials
- Draft award submissions that have helped clients secure nearly 50 industry awards across programs including *AdExchanger*, *Cynopsis*, *Cablefax*, and *AdMonsters*

PR Account Executive

December 2023 – July 2025

- Played a critical role on the Utah 360° app launch campaign, which earned a 2024 PRSA LA PRISM Award
- Helped drive campaign execution that secured 522 earned stories across outlets including *The New York Times*, *ESPN*, and *USA Today*, with an on-air mention on *ESPN's First Take*
- Contributed to campaign results reaching 46.58 million readers, with an advertising value equivalency exceeding \$35 million
- Executed day-to-day media outreach, pitching, and interview coordination for client announcements, launches, and events

PR Account Coordinator

December 2022 – November 2023

- Crafted diverse PR materials, including 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