

# 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**