

# CHRISLYN MARGAO

## PUBLIC RELATIONS

 <https://www.chrislynmargao.com>  
 New York, NY/Philadelphia, PA  
 908-612-6838  
 Chrislynmargao@gmail.com  
 [Linkedin.com/in/chrislynmargao](https://www.linkedin.com/in/chrislynmargao)

## EDUCATION

**Bachelor of Arts (B.A.) - Public Relations**  
**Temple University , Philadelphia , PA**

**May 2025**

## EXPERIENCE

### Vice President

**Temple PRSSA | Philadelphia, PA**

**May 2024 - Current**

- Supported the President in managing and overseeing operations for a chapter of 50+ members, ensuring smooth execution of chapter initiatives and events.
- Developed and organized weekly meeting agendas to guide chapter discussions, maintain focus, and ensure alignment with chapter objectives.
- Led planning and coordination of major events, including two agency crawls in Philadelphia and New York and an alumni networking mixer, facilitating connections for PRSSA members with industry professionals.
- Collaborated with committee leads to enhance chapter programs, contributing to an increase in attendance and participation by 15% across all events.

### Account Executive

**PROWL Public Relations | Philadelphia, PA**

**May 2023 - Current**

- Promoted to Account Executive after four months
- Manages a team of 10+ Account Associates
- Facilitates weekly account and client meetings
- Successfully manages clients' social media accounts and websites, improving their online presence.
- Creates content for clients' various media platforms, resulting in increased engagement
- Executes client events and effectively pitches media coverage to relevant news outlets.
- Crafts strategic plans for assigned clients to enhance campaign outcomes

### Summer Public Relations Intern

**THIS IS IT NETWORK™ | Remote**

**May 2024 - August 2024**

- Engaged with 50+ media outlets, influencers, and industry partners, leading to a 30% growth in audience reach and a significant increase in brand engagement
- Collaborated with the publicity team to develop innovative strategies, resulting in an improvement in media outreach effectiveness and a 15% boost in brand promotion across multiple platforms.
- Monitored media coverage and compiled detailed reports that identified a 35% increase in positive press mentions,
- Supported the planning and execution of 5+ virtual and in-person events, contributing to increased network content visibility

### Social Media/PR Intern

**Philly Fashion Week| Philadelphia, PA**

**February 2024 - February 2024**

- Filmed, edited, and posted content for Philly Fashion Week's Instagram account with over 28,000 followers.
- Produced captivating short-form content for Instagram stories and reels, encapsulating the event's dynamic ambiance.
- Conducted behind-the-scenes filming, including insightful interviews with designers and models, enhancing interview techniques and interpersonal communication skills.
- Collaborated with team members to ensure cohesive brand representation and consistent messaging across social media platforms.

## SKILLS

- Client Management
- Publicity and Promotion
- Project Management/Leadership
- Content Strategy/Creation
- Media Kit Creation
- Press Release Writing