

Juana Bogner

Public Relations

Profile

A motivated and results-driven Public Relations professional with over 4 years of experience in the industry. Proven ability to develop and execute effective PR campaigns that generate positive media coverage, build brand awareness, and drive business growth. Strong oral and written communication skills with a knack for identifying stories that resonate with target audiences. Track record of success working with high-profile clients in fast-paced environments.

Employment History

Public Relations Specialist at Ogilvy Public Relations Worldwide in New York

Apr 2022 - Present

- Helped a client increase their web traffic by 300% through media outreach and social media promotion.
- Wrote and placed 20 stories in top-tier publications, resulting in increased brand awareness for the client.
- Managed a influencer campaign that resulted in 1000x ROI.
- Negotiated print, online, and broadcast placements with an estimated ad value of over \$5 million dollars.
- Successfully launched three new products simultaneously on a national level.

Communications Manager at Edelman in California

Jul 2019 - Mar 2022

- Negotiated and secured a multi-million dollar sponsorship deal with a major corporation.
- Successfully implemented an integrated communications campaign that resulted in increased brand awareness by X percent.
- Planned and executed a highly successful media relations strategy for the launch of a new product, generating over \$X million in advertising equivalency value.
- Defined key messages and delivered them through effective writing across all channels: website, collateral, social media, opinion pieces/bylined articles.
- Company was awarded "Best In Show" at industry's premier conference – credit goes to well-executed PR plan.

Certificates

Certified Public Relations Specialist (CPRS)

Nov 2020

Certified in Organizational Leadership (COL)

Mar 2018

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Education

Bachelor of Arts in Public Relations at George Washington University, Washington, DC

Aug 2014 - May 2019

One technical skill I learned while studying my Bachelor's degree in Public Relations was how to use different design software programs to create visuals for various projects.

Links

[linkedin.com/in/juanabogner](https://www.linkedin.com/in/juanabogner)

Skills

Written and oral communication skills

Active listening skills

Client service orientation

Flexibility/adaptability

Organizational awareness
time management Political awareness-
Creativity

Languages

English

Arabic