

ALEXIS REDER

Public Relations Professional

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[Website Portfolio](#)

EDUCATION

Boston University Boston, MA
Masters of Science in Public Relations (2021)

Westfield State University Westfield, MA
Bachelor of Arts in English (2020) Writing; Minor: Communications

PROFESSIONAL EXPERIENCE

Matter Communications Boston, MA

Technology PR Account Executive

October 2024 - PRESENT

- Led media relations for B2B tech clients, securing top-tier and trade coverage through proactive pitching and media outreach.
- Draft press materials, bylines, and thought leadership content aligned with client messaging and strategic goals.
- Contribute to new business initiatives through research, SOV analyses, and media playbook development.
- Mentor junior team members and collaborate on creative campaign strategies to drive program success.

Belfort Group Boston, MA

Strategic Communications Account Executive

May 2024 - September 2024

- Executed communications strategies across diverse sectors.
- Managed client relationships and delivered tailored PR solutions.
- Secured top-tier media placements and led brand visibility efforts.
- Supported content creation, including photography and social media.

Strategic Communications Account Coordinator

June 2022 - May 2024

- Led media relations and thought leadership efforts, including crafting press materials, conducting outreach, securing coverage, and developing articles, whitepapers, and award submissions to elevate client visibility.
- Managed social media accounts and content strategies, boosting engagement and brand presence while analyzing performance metrics to refine campaigns.

Uproar PR Orlando, FL

Media Relations Account Coordinator

December 2021 - June 2022

- Supported strategic media outreach by creating thought leadership content, conducting industry research, managing media lists, and tracking coverage to optimize campaign performance.

Intern

September 2021 - December 2021

- Drafted thought leadership materials, built media lists, conducted clip searches, and completed industry analyses.

Senator John Brooks' Campaign Long Island, NY

Policy Research Intern

July 2021 - September 2021

- Researched and developed veterans policy proposals, drafted and edited communications materials including speeches and press releases, and supported campaign communications through media outreach and event coordination.

Boston University PR Lab Boston, MA

Secure AI Labs Account Executive

January 2021 - May 2021

- Managed social media, crafted blog posts, boosted engagement, and assisted in website development.

Boston University Communication Department Boston, MA

Teaching Assistant

September 2020 - May 2021

- Graded assignments and projects, launched office hours, and led weekly discussions for 25 students.

Author's Place (Remote)

Editing Intern

September 2019 - March 2020

- Copyedited manuscripts to prepare them for submissions and publications.

Westfield State University Westfield, MA

Public Affairs Intern

September 2019 - December 2019

- Composed 20+ press releases for local newspapers and online media, monitored media trends, contributed to and edited the biweekly newsletter and Focus alumni magazine, and assisted with media events on campus.

International Programs Office Marketing Intern

January 2019 - May 2019

- Created over 15 marketing materials for seven office events to boost engagement.

NOTABLE ACHIEVEMENTS & ACTIVITIES

- Editor and outreach coordinator for *The Owl Review* journal; published poet in *Mrs. Latimer Had a Fat Cat: & Other Cozy Mystery Poems*.
- Recipient of multiple scholarships (SU11, Celeste M. Loughman, Barbara "Katie" Welch), with memberships in Sigma Tau Delta, Phi Kappa Phi, and participation in WSU's Women in Business, Sustainability Club, and *The Westfield Voice*.
- Volunteer- Association of Writers and Writing Programs (AWP) 2020 Conference
- Attendee- NewEngland Psychological Association (NEPA) Conference, November 2019, SNHU
- Presenter- "The Two Ideologies of Racism and Prejudice in America", Cross-Cultural Symposium, WSU, April 2018

TECHNICAL SKILLS

- Proficient in MS Office Suite, Muck Rack, Meltwater, Sprout Social, Canva, CoverageBook, Adobe InDesign, and WordPress. I have strong expertise in crafting press materials, copy editing, technical writing, and content creation, with experience in media monitoring, social media management, and analytic reporting tools. I am skilled in developing and executing PR campaigns and managing client relations.