

Public Relations Chair

Lorraine Burgos

Professional summary

Dynamic and results-oriented Public Relations Chair with over 10 years of experience in strategic communication, media relations, and brand management. Proven track record of crafting compelling narratives, driving media coverage, and fostering strong relationships with key stakeholders. Adept at leading cross-functional teams and executing innovative PR campaigns that enhance brand visibility and reputation. Committed to leveraging exceptional communication skills to influence public perception and support organizational goals.

Experience

Public Relations Chair

January 2021 - Now

Dallas Community Outreach Program / United States, Dallas, TX

- Lead a team of five PR specialists in managing press releases, media kits, and public statements.
- Cultivate relationships with local and national media outlets, securing features in top-tier publications and broadcast networks.
- Organize and execute successful community events, enhancing the program's visibility and stakeholder involvement.
- Monitor and analyze PR campaign performance, providing detailed reports and insights to senior management.

Senior Public Relations Specialist

June 2017 - December 2020

GreenTech Solutions / United States, Dallas, TX


- Managed crisis communication efforts, effectively mitigating potential reputational damage.
- Drafted and distributed press releases, securing coverage in industry-specific and mainstream media.
- Trained and mentored junior PR staff, fostering a collaborative and high-performing team environment.


Public Relations Coordinator

May 2014 - July 2017

Creative Communications Agency / United States, Dallas, TX

- Coordinated logistics for press conferences, media tours, and promotional events.
- Conducted research to support PR strategies and identify media opportunities.
- Prepared media monitoring reports to track coverage and measure campaign effectiveness.

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 United States, Dallas, TX

Education

Bachelor of Arts in Communications

2010 - 2014

University of Texas at Dallas

United States

Certifications

Certified Public Relations Professional

PRSA, 2021

Skills

Strategic Planning 


Networking 

Communication Skills 

Crisis Management 

Problem-Solving 

Event Planning 

Editing & Proofreading 

Organizational Skills 

Social Media Marketing 