



PROFILE

Public relations professional with graphic design, video production and social media experience. Demonstrated success in communications, brand and public image development as well media influence.

CONTACT

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SOCIAL MEDIA

TWITTER: @SEANNAPFEL
LINKEDIN: IN/SEANNAPFEL/
INSTAGRAM: @SEANNAPFEL86

SOFTWARE SKILLS

- ADOBE PHOTOSHOP
- ADOBE ILLUSTRATOR
- ADOBE INDESIGN
- ADOBE PREMIERE PRO
- PAGES
- KEYNOTE
- MICROSOFT WORD
- MICROSOFT POWERPOINT
- MAC OS

INDUSTRY SKILLS

- SEO
- GOOGLE ANALYTICS
- SOCIAL MEDIA STRATEGY
- MARKETING
- PRESS RELEASES
- COPYWRITING
- COMMUNICATION
- VIDEO EDITING
- LAYOUT DESIGN
- PHOTO EDITING
- MARKET RESEARCH
- BLOGGING

EDUCATION

MASTER OF ARTS, PUBLIC RELATIONS

FULL SAIL UNIVERSITY | SEP 2018 - OCT 2019

BACHELORS OF ARTS, GRAPHIC DESIGN

ART INSTITUTE OF PITTSBURGH | SEP 2013 - FEB 2017

EXPERIENCE

FREELANCE PR/COMMUNICATIONS MANAGER

SEANNAPFEL.COM | JAN 2020 - PRESENT

- Maintain all aspects of website using Wordpress
- Display portfolio of previous works in PR/Graphic Design and offer consulting in each field.
- Write original and engaging blogs about various aspects of communications, PR and technology

MARKETING & PR INTERN

DAI BAKER CREATIVE GROUP LLC | OCT 2019 - JAN 2020

- Managed social media accounts for clients and agency
- Assist with marketing and branding projects for clients and agency
- Created new written content for agency's blog
- Assisted with public and media relations plans for clients

CAMPAIGN CLIENT

THE FARMETTE AT 4424 | JAN 2019 - OCT 2019

- Executed social media plan designed to increase engagement across social media platforms of Facebook and Instagram
- Boosted traffic to company website by utilizing Google Ads and sponsored Facebook posts
- Produced promotional videos and video news releases to be distributed to local media outlets as well as written press releases to announce initiatives

COMMUNICATIONS/DESIGN ASSOCIATE

GRACE FELLOWSHIP CHURCH | MAR 2013 - JUL 2018

- Designed and created logos, banners and print ready brochures
- Produced marketing video montage and associated collateral
- Collaborated with team members to develop new programs and enhance established brands

MARKETING & COMMUNICATIONS ASSISTANT

GTECH DESIGNS | FEB 2017 - AUG 2017

- Supported the development and implementation of overall communications strategy
- Co-developed and implemented changes to the content of the resource platform on website
- Executed weekly social media content strategy (Facebook, Twitter, Instagram) and maintained social network channels by conducting analysis and preparing overviews and reports