Dakota Vasquez

Public Relations Specialist

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SUMMARY

Public relations specialist with 5 years of experience in consumer tech and healthcare, handling media relations, executive messaging and crisis response. Placed a product launch story in 3 national outlets that drove 18,000 site visits in a week, and led the messaging for a data-incident response that kept coverage factual across 20 local outlets. Known for fast, clear writing under deadline.

EXPERIENCE

PR Specialist — Northline Health System

Denver, CO · Apr 2023 – Present

- Pitched and placed a feature on the hospital's new stroke unit in the Denver Post and 2 local TV stations, reaching an estimated 400,000 viewers.
- Wrote and coordinated the public statement and 3 follow-up briefings during a patient data incident, keeping coverage across 20 local outlets factual and free of speculation.
- Built media lists of 85 regional health and business reporters, raising response rate to pitches from 1 in 10 to 1 in 4.
- Trained 6 department leads on interview basics ahead of a state health ranking announcement, with zero off-message quotes in the resulting coverage.

PR Coordinator — Hallow & Vance (Consumer Tech PR Agency)

Boulder, CO · Aug 2020 – Mar 2023

- Pitched a smart-lock client's launch to 40 tech and home outlets, landing coverage in 3 national outlets that drove 18,000 site visits in the first week.
- Drafted press releases, media alerts and executive talking points for 5 client accounts, averaging 2 releases a month per account.
- Tracked coverage and sentiment across 150 placements a quarter in Meltwater, reporting monthly results to account leads.
- Managed a product-recall statement for a smart-home client, coordinating with legal and getting an approved statement to 12 reporters within 3 hours of the first inquiry.

SKILLS

Media relations: Media pitching, press releases, media lists, embargoes, briefing books

Writing: Press releases, executive talking points, Q&As, byline articles, social copy

Monitoring: Meltwater, Cision, Google Alerts, sentiment tracking, coverage reports

Crisis and issues: Statement drafting, spokesperson prep, rapid response, stakeholder coordination

CERTIFICATIONS

PRSA Certificate in Principles of Public Relations, 2021

EDUCATION

B.A. Journalism, University of Colorado Boulder, 2020

Fictional example by FindAJobAI: the person, employers and numbers are invented.