

Caera Learmonth

Email: caeralearmonth@gmail.com

Phone: 737-202-7693

LinkedIn: www.linkedin.com/in/caeralearmonth/

Portfolio: <https://caeralearmonth.wixsite.com/home/portfolio>

WORK EXPERIENCE

Public Relations Specialist

Phoenix, AZ

The Cronkite Agency

January 2025– May 2025

- Contributed to securing 5 brand collaborations and achieving 1.3M+ UVPM across all campaigns.
- Led media outreach and influencer partnerships for Hype & Vice and ASU's Women's HERstory Month campaign, securing a TV feature on Arizona's Family (KTVK-TV).
- Worked cross-functionally with digital marketing team to align PR efforts with social content, ads, and influencer partnerships.

Marketing Director

Dublin, IE

Stillgarden Distillery

September 2024 – December 2024

- Developed and executed a comprehensive social media plan, designing 36 Instagram posts that engaged a growing audience of over 10,000 followers.
- Authored and distributed press releases for key product launches and awards, including Ireland's first Chartreuse-style herbal liqueurs, contributing to increased media coverage and brand recognition.
- Optimized the company website for search engines, boosting organic search rankings from page 3 to page 1, driving increased traffic to product and experience pages.

Digital Producer

Tempe, AZ

The State Press

September 2021 – April 2024

- Increased average page views by 18.36% in 2022 through SEO techniques, trend research and post timing.
- Edited, did SEO and posted to social media for 205 articles.
- Increased social referrals from Twitter and Facebook by 57.81%.
- Final editor of all content, fact checking articles and tweaking AP style, length, and attached media.

Publicity Intern

Hybrid

SparkPoint Studio

January 2023 – August 2023

- Successfully secured coverage for 6 titles on major platforms including BuzzFeed, Goodreads, Amazon, and Kirkus, enhancing the visibility and reach of projects.
- Pitched and promoted 15 non-fiction and fiction titles.
- Drafted and designed 4 press releases.
- Tracked media coverage and views bi-weekly for 23 HarperCollins releases.
- Conducted in-depth research to identify and engage appropriate bloggers through location and interests for 22 titles.

EDUCATION

The Walter Cronkite School of Journalism & Mass Communication

Tempe, AZ

Bachelor of Arts in Journalism, focus in Public Relations

- **Memberships:** Public Relations Student Society of America
- **Relevant Courses:** Social Media Campaigns, Engagement & Research, Writing for Public Relations, Digital Audience Analysis, Strategic Communications, Public Relations Research, Advanced Editing, Digital Graphic Design.

SKILLS

- Analytics & SEO: Google Analytics, SEO, Parse.ly.
- Platforms & CMS: WordPress, Cision, Hootsuite.
- Design Tools: Canva, Adobe InDesign, Photoshop, Illustrator.