



CONTACT



716-435-1185



JessicaOLeary119@gmail.com

SKILLS/ PROGRAMS

Writing
Media Relations
Social Media
Editing
AP Style
SEO
Canva
Cision PR Tool
Falcon
Mailchimp

EDUCATION

Bachelor of Arts // English
and Political Science

University of Rochester

GPA: 3.85
Concentration in
language, media, and
communication

AWARDS

2018 PRISM Award of
Excellence in Social
Media

JESSICA O'LEARY

EXPERIENCE

UR Medicine's Golisano Children's Hospital // June 2017-Present
Public Relations Associate

- Implement strategic social media campaigns for the hospital's Facebook, Twitter, and Instagram accounts
- Increased Facebook engagement by 36 percent in less than a year and grew our audience to over 42,000 followers
- Act as a lead social media strategist for the medical center as a whole, providing insights and ideas to other account managers
- Boost the visibility of the hospital by identifying newsworthy topics, pitching story ideas, writing press releases, and generating positive news coverage
- Write web content, blogs, and long-form feature stories for the hospital's donor newsletter

University of Rochester School of Nursing // September 2016-June 2017
Public Relations Associate

- Executed communications efforts aimed at the School of Nursing's constituents, including faculty, students, and alumni
- Created engaging content for the school's social media accounts
- Managed public relations efforts and placed several significant national stories
- Wrote content for the school's alumni magazine and other publications

Roswell Park Alliance Foundation // August 2014-June 2016
Senior Communications Coordinator

- Wrote, edited, and oversaw all communications, including the Annual Report, newsletters, emails, letters, blogs, and video scripts
- Coordinated public relations efforts including press events, media pitches, press releases, and interview requests
- Managed the Alliance Foundation's social media presence

Tonawanda News // June 2012-August 2014
Reporter

United Press International // December 2012-February 2014
Freelance Writer

Gelia // Summer 2012
Intern Copywriter

Rochester Woman Magazine // Spring 2012
Contributing Writer