

Brenna Cline

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EXPERIENCE

Public Relations Intern | CBH Communications | Boston, MA **Jan. 2026 – Present**

- Build and maintain targeted media lists (400+ contacts) across consumer, lifestyle and hospitality accounts using MuckRack and Cision
- Monitor media coverage daily and contribute to coverage trackers for client performance reporting
- Support integrated media relations through creative pitch development
- Execute influencer outreach and coordinate partnerships, monitoring performance and engagement
- Support brand launches through event coordination, influencer activations, and press material development

Public Relations Intern | Premier Travel Media | Remote **June 2025 – Present**

- Execute media outreach campaigns, including press material development, media list building and targeted pitching
- Analyze social media and competitor performance, delivering reports with actionable insights for content strategy
- Monitor travel and tourism trends to identify timely storytelling and media opportunities
- Develop 15+ advertiser PR kits, including press releases, launch materials and social content, to support advertiser partnerships

Account Supervisor | Allen Hall Public Relations | Eugene, OR **Sept. 2025 – Present**

- Lead a 10-person team, running weekly meetings and distributing action items to maintain alignment across student account team and PRSA Oregon board
- Proactively manage workflows across stakeholders, tracking deadlines to keep work on schedule
- Support campaign execution across social, digital and in-person channels, contributing to 90 conference registrations
- Develop social content and promotional assets, including a Call for Speakers campaign that generated 100+ applications

Account Executive | Allen Hall Public Relations | Eugene, OR **Sept. 2024 – Sept. 2025**

- Developed social content to strengthen brand positioning for a nonprofit client
- Maintained content calendars and supported campaign execution across digital platforms

EDUCATION

B.S. Public Relations & Advertising, University of Oregon — June 2026

- Relevant Coursework: Advertising Campaigns (Capstone), Public Relations Campaigns (Capstone), Social Media Strategies, Strategic Communications Research Methods, Writing for Digital Audiences, Writing for Influence

SKILLS

Media relations, media list development, influencer outreach, content creation, campaign coordination, research, reporting, trend analysis, attention to detail, organization, collaboration, MuckRack, Meltwater, Cision, PR Newswire, Sprinklr, Canva, Adobe Express, WordPress, Google Workspace, Microsoft Office

CERTIFICATIONS

HubSpot Academy: Inbound Marketing, Social Media Marketing, Content Marketing, Digital Marketing