

Brenna Cline

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EXPERIENCE

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

- Build and maintain targeted media lists of 400+ journalists across multiple client accounts using Muck Rack and Cision to support strategic media outreach
- Monitor daily client coverage and industry conversations using Google News Alerts and manual searches to identify emerging trends, timely media opportunities and relevant updates for account teams
- Support press release development and influencer relations by researching relevant creators and coordinating outreach to expand event visibility

Public Relations Intern | Premier Travel Media | Remote June 2025 – June 2026

- Executed media outreach campaigns across B2B travel, trade and consumer audiences through journalist research, press release development and targeted pitching to support earned media efforts
- Researched industry trends, media coverage and competitor messaging to identify relevant outlets and potential story angles for outreach
- Produced 15+ advertiser PR kits containing press releases, launch materials and social content while managing overlapping assignments and deadlines

Communications Assistant | University of Oregon Graduate Studies | Eugene, OR Feb. 2025 – Aug. 2025

- Researched media contacts and pitched graduate student events to local news outlets to support earned media outreach
- Wrote newsletter content and created accompanying Instagram and LinkedIn posts to support recurring communications about graduate student news, programs and events

Account Supervisor | Allen Hall Public Relations | Eugene, OR Sept. 2025 – Jul. 2026

- Led a five-person account team for PRSA Oregon and the Northwest Communicators Conference, serving as primary client contact and overseeing timelines and deliverables to keep client work on track
- Prepared meeting materials and account updates, documented client meetings, and tracked action items and deadlines to support organized account management
- Created integrated social content for the conference, including a Call for Speakers campaign that generated 100+ applications and helped drive 100+ registrations

Account Executive Sept. 2024 – Sept. 2025

- Researched client industries and developed educational, promotional and community-focused social content to support campaign strategy and audience engagement
- Contributed proactive campaign ideas, messaging angles and audience engagement opportunities during team brainstorming

EDUCATION

Bachelor of Science in Public Relations & Advertising, University of Oregon — June 2026

- Summa Cum Laude (Top 2% of graduating class)
- Emerging Professional industry citation, Public Relations Society of America (PRSA) Oregon
- Relevant coursework: PR Campaigns, Writing for Influence, Social Media Strategies

SKILLS

Media relations, media-list development, journalist research, press release and pitch writing, media monitoring, coverage reporting, industry and trend research, social media content creation and copywriting, client communications, account coordination, brainstorming, AP style, Muck Rack, Cision, Meltwater, Microsoft Office, Canva