

Mara Rice

Senior Account Executive, Consumer Technology

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STRENGTHS

- 🗣️ **Client Counsel**
Led difficult conversations with clear recommendations and timely follow through, helping clients make confident decisions during active programs.
- 📰 **Media Strategy**
Matched stories with reporters, creators, podcasts, and social channels. Colleagues sought this judgment when outreach needed sharper focus.
- 👥 **Team Development**
Delegated real ownership and coached staff through feedback. Junior teammates gained confidence in writing, pitching, and client meetings.
- 📊 **Financial Stewardship**
Reviewed budgets, staffing, expenses, and billing before risks grew. Account teams gained clearer choices around scope and delivery.
- 💡 **Creative Thinking**
Connected product news with culture and internet trends, often finding a more timely angle after a brainstorm changed direction.

SKILLS

Media Relations	Client Leadership
<u>Earned Media</u>	<u>Account Growth</u>
<u>Team Mentoring</u>	
<u>Consumer Technology PR</u>	
<u>Integrated Communications</u>	
<u>Traditional Media</u>	
<u>Social First Media</u>	
<u>Creator Relations</u>	
<u>Influencer Relations</u>	
<u>Program Measurement</u>	

SUMMARY

Consumer technology communications leader with eight years of **public relations** agency experience directing **earned first** programs, media strategy, client relationships, and integrated account teams. Builds campaigns around product announcements, cultural moments, events, creators, **social first channels**, podcasts, newsletters, and traditional media while maintaining a clear view of **consumer technology** and internet trends. Leads multiple accounts, mentors junior and mid level staff, manages budgets and profitability, and turns analytics into practical client counsel. Strong writer, editor, presenter, and media strategist with experience in new business pitches, account growth, program measurement, and senior stakeholder communications. Uses Microsoft Word, Excel, PowerPoint, and AI supported workflows to improve research, planning, reporting, and team efficiency. Ready to contribute thoughtful counsel, reliable execution, and meaningful client value.

EXPERIENCE

Senior Account Supervisor, Consumer Technology

Signal House Communications 📅 January 2025 - Present 📍 New York, NY

Directs integrated earned media programs for consumer technology accounts, serving as senior client partner while guiding strategy, **account teams**, budgets, measurement, and delivery quality.

- Led product launch narratives across **cultural moments**, executive stories, events, and always on media engagement.
- Directed client **meetings** and recommendations, keeping business objectives central to communications planning and escalation decisions.
- Shaped outreach across technology media, consumer outlets, podcasts, newsletters, **creators**, and influencers for sustained relevance.
- Managed **budgets**, staffing allocations, expenses, billing, and profitability reviews, informing timely scope decisions.
- Coached junior staff on pitching, writing, **client correspondence**, reporting, and presentation development against clear standards.
- Used coverage analytics, audience signals, and AI supported research to refine tactics and counsel.

Account Supervisor

North & Finch PR 📅 March 2023 - December 2024 📍 New York, NY

Managed concurrent consumer and technology public relations programs, combining client counsel, creative development, team workflow, financial oversight, and account growth.

- Directed launch and brand storytelling programs across several concurrent account calendars and event plans.
- Built client confidence through structured status meetings, issue anticipation, and recommendations grounded in **industry developments**.
- Connected products with **cultural conversations** through **press materials**, pitching plans, creator outreach, and event support.
- Delegated assignments across writers, media specialists, and junior staff, strengthening accuracy and deadline readiness.
- Monitored budgets, hours, expenses, **billing** inputs, and scope utilization, protecting delivery and account economics.
- Built renewal and expansion **presentations** around unmet **communications** needs and incremental program concepts.

Senior Account Executive

Common Thread Public Relations 📅 June 2020 - February 2023 📍 Brooklyn, NY

LANGUAGES

English	Native
Spanish	Intermediate

MY CAREER



- Senior Account Supervisor, Consumer Technology at Signal House Communications (1.7 Years)
- Account Supervisor at North & Finch PR (1.8 Years)
- Senior Account Executive at Common Thread Public Relations (2.7 Years)
- Account Executive at Beacon Street Media Relations (1.6 Years)

- Executed earned media programs for consumer brands and technology **products**, managing client workstreams, media relationships, reporting, events, and junior team support.
- Developed story angles and outreach plans for national media, digital publishers, and emerging social channels.
 - Managed client communications through recommendations, meeting materials, progress updates, and clear campaign next steps.
 - Cultivated relationships with reporters, editors, newsletter writers, podcast producers, and digital creators.
 - Drafted press releases, pitches, briefing materials, reports, and **presentation** content for launches and brand programs.
 - Tracked earned **coverage** in Excel **reports**, identifying narrative opportunities and improving subsequent outreach.
 - Mentored coordinators on media list **quality**, outreach fundamentals, event **execution**, and budget tracking.

Account Executive

Beacon Street Media Relations 📅 October 2018 - May 2020 📍 Boston, MA

- Supported consumer **public relations** accounts through media research, pitching, press materials, coverage tracking, event coordination, and client reporting.
- Researched media and developed story angles for product **news** and seasonal campaign calendars.
 - Prepared client updates connecting media activity with objectives, coverage quality, and follow up opportunities.
 - Coordinated event logistics, interview details, schedules, materials, and stakeholder communications on site.
 - Used **Microsoft Word**, Excel, and **PowerPoint** for press documents, trackers, analysis, and presentations.
 - Progressed from supervised pitching assignments to independent ownership of defined media workstreams.
 - Supported **traditional consumer outlets** and digital first publishers through targeted lists and timely outreach.

PROJECTS

Consumer Technology Launch Program 📅 2026

Built an earned first communications program linking product news with cultural conversations, creators, podcasts, newsletters, social communities, and traditional consumer media.

Integrated Media Measurement Framework 📅 2024

Created a practical reporting approach using coverage analytics, audience signals, and client counsel to improve outreach decisions and sustained visibility.

LEADERSHIP & AWARDS

- Staff Development Mentor, Signal House Communications, recognized for guiding junior and mid level staff through writing, media judgment, and presentation work.
- Account Growth Contributor, North & Finch PR, recognized for shaping renewal presentations and incremental communications opportunities.

EDUCATION

Bachelor of Arts in Public Relations

Boston University 🎓 GPA: 4.0 📅 2018 📍 Boston, MA

Coursework: Media Relations, Public Relations Writing, Communication Theory, Marketing Communications

CERTIFICATIONS

- Google AI Essentials 📅 2026
- Microsoft Office Specialist 📅 2025

TECHNICAL SKILLS

- **Microsoft Office:** Microsoft Word, Microsoft Excel, Microsoft PowerPoint
- **Media Channels:** Traditional media, consumer media, social first media
- **Creator Outreach:** Creators, influencers, social communities
- **Audio Publishing:** Podcasts, newsletters, digital publishers
- **Public Relations:** Earned media, media relations, press materials
- **Measurement Tools:** Coverage analytics, audience signals, program reports
- **Account Finance:** Budgets, fee estimates, billing, invoicing
- **Client Delivery:** Status meetings, presentations, brainstorming
- **Writing Practice:** Press releases, pitches, editing
- **Artificial Intelligence:** AI supported research, AI enabled workflows, efficiency tools

PROFESSIONAL AFFILIATIONS

- Member, Public Relations Society of America, New York Chapter, supporting professional relationships and communications practice.
- Staff Development Mentor, Signal House Communications, building stronger writing, media relations, and client service capabilities across teams.

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST