

Ewa Larson

Senior Manager, Earned Media

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STRENGTHS

- 📌 **Media Strategy**
A breaking story once needed a fast angle, so monitoring became a timely pitch that opened a useful client conversation.
- 👥 **Journalist Relations**
Relevant research shaped outreach before each note. Editors received sharper ideas, and account teams gained trusted access.
- ☰ **Calm Execution**
During busy interview weeks, clear briefs and schedules kept spokespeople prepared and events moving without added noise.
- 🔍 **Editorial Judgment**
When audience fit was uncertain, newsletter and podcast research helped teams choose stories with a stronger chance of resonance.
- 🗣️ **Team Coaching**
Reviewing a draft often revealed one stronger angle. Practical feedback helped colleagues deliver clearer work with confidence.

SKILLS

Earned media strategy

Media relations Consumer PR

Media audits Journalist relations

Talent interviews Key messaging

Briefing books

Event media relations Muck Rack

Meltwater Critical Mention

Microsoft Office

Google Workspace

Project management

SUMMARY

Senior **earned media** and public relations professional with 6 years and 3 months of agency experience shaping national consumer narratives across **food and beverage**, spirits, **home and lifestyle**, **health and beauty**, technology, and travel. Leads proactive and reactive media programs from research and planning through pitching, execution, talent interviews, event logistics, and campaign recaps. Builds trusted relationships with national editors, journalists, newsletter writers, podcast producers, and digital news creators. Uses Muck Rack, Meltwater, Critical Mention, Microsoft Office, and Google Workspace to guide media audits, targeted lists, editorial calendars, and award tracking. Provides clear counsel in account meetings and new business planning, reviews team work, and manages high stakes deadlines with calm judgment, thoughtful coaching, and practical problem solving.

EXPERIENCE

Senior Media Relations Manager

Brightline Public Relations 📅 July 2024 - Present 📍 New York, NY

Leads earned media programs for consumer accounts spanning food, beauty, travel, and connected home products. Guides strategy, research, outreach, client counsel, team review, event support, and campaign reporting while protecting quality across concurrent national programs.

- Turned breaking news monitoring into rapid response angles for lifestyle, sports, newsletters, podcasts, and creators
- Built researched outreach for national editors and journalists, strengthening access across consumer and lifestyle coverage
- Led **media audits** with Muck Rack, Meltwater, and **Critical Mention**, sharpening account strategy and story selection
- Directed pitches, **media lists**, key messages, **briefing books**, interviews, and run of show materials
- Reviewed team deliverables and **editorial calendars**, giving account leaders clearer decisions during high stakes launches
- Tracked awards and **campaign recaps**, helping clients connect timely coverage with longer term brand priorities

Media Relations Manager

Harbor & Finch Communications 📅 March 2022 - June 2024 📍 Brooklyn, NY

Managed proactive and reactive outreach for lifestyle, beverage, wellness, and travel brands. Coordinated research, **media strategy**, spokesperson preparation, event logistics, client updates, and quality review across several account teams and deadlines.

- Mapped targeted journalist lists in Meltwater, matching beverage stories with national audience interests
- Shaped proactive and reactive outreach plans, then captured learning in concise **campaign recaps**
- Coordinated spokesperson interviews, briefing documents, and event media **logistics** for client appearances
- Added **newsletters**, **podcasts**, and digital publishers when audience fit gave stories a stronger path
- Managed account deadlines and status updates, keeping multiple launches moving without losing editorial detail
- Applied quality review before client delivery, helping teams present clearer **pitches** and more useful counsel

Media Relations Specialist

Crescent Storyworks 📅 July 2020 - February 2022 📍 Philadelphia, PA

LANGUAGES



MY CAREER



- Senior Media Relations Manager at Brightline Public Relations (2.2 Years)
- Media Relations Manager at Harbor & Finch Communications (2.2 Years)
- Media Relations Specialist at Crescent Storyworks (1.6 Years)

Executed consumer **lifestyle** and technology outreach while supporting journalist **research**, message development, interview scheduling, event coordination, editorial calendars, and coverage reporting. Used audience signals and editor feedback to improve prioritization for client programs.

- Researched reporters, outlets, competitors, and cultural trends in **Muck Rack** for focused outreach
- Drafted pitches and key messages that gave **technology** stories a clear consumer point of view
- Prepared briefing notes and coverage summaries, making client updates easier for account teams
- Maintained **editorial calendars** and contact records, improving handoffs across active media programs
- Supported interview scheduling and event coordination, keeping spokespeople prepared for timely conversations
- Used editor feedback and campaign results to refine outreach priorities for future launches

PROJECTS

- Consumer News Opportunity Program** 📅 2026
- Built a repeatable research program for tracking entertainment, lifestyle, sports, newsletters, podcasts, creators, and emerging formats. Connected timely cultural signals with proactive story angles and client ready counsel.
- National Talent Media Playbook** 📅 2024
- Created briefing books, interview preparation, run of show documents, outreach plans, and event staffing guidance for consumer talent engagements. Improved consistency across high visibility media moments.

LEADERSHIP & AWARDS

- Recognized by agency leadership for dependable counsel across high stakes consumer media programs.
- Received team recognition for improving pitch quality, editorial tracking, and deadline coordination.
- Selected to guide account teams through complex interview and event media logistics.

EDUCATION

Bachelor of Arts in Communications
Temple University 🎓 GPA: 3.7 📅 2020 📍 Philadelphia, PA
Coursework: Public relations, journalism, media writing, campaign strategy

CERTIFICATIONS

- Muck Rack Academy Fundamentals of Media Relations 📅 2023
- Google Analytics Certification 📅 2022

TECHNICAL SKILLS

- **Media Monitoring:** Muck Rack, Meltwater, Critical Mention
- **Office Productivity:** Microsoft Office, Word, PowerPoint
- **Google Workspace:** Google Docs, Google Sheets, Google Slides
- **Media Relations:** Journalist outreach, editor relations, spokesperson outreach
- **Media Planning:** Media lists, pitch planning, editorial calendars
- **Content Development:** Key messaging, briefing books, campaign recaps
- **Event Media:** Run of show documents, event logistics, on site staffing
- **Digital Media:** Newsletters, podcasts, digital news creators
- **Research:** Media audits, brand research, trend research
- **Account Management:** Client counsel, account meetings, new business planning
- **Project Management:** Deadline management, status updates, award tracking
- **Communications:** Consumer narratives, reactive programs, proactive programs

PROFESSIONAL AFFILIATIONS

- Public Relations Society of America participant, with ongoing interest in ethical consumer communications.
- Temple University Communications alumni network member, supporting connections across media and public relations.

ADDITIONAL INFORMATION

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

REFERENCES

AVAILABLE ON REQUEST