

Marcus Jennings

JUNIOR PR ASSISTANT



EXPERIENCE

PR Intern, Technology Practice, Edelman, London *Jun 2024 – Aug 2024*
10 week internship in the Technology practice, supporting account teams on 3 B2B tech client accounts.

- Drafted **18 press releases** and 6 media pitches, 14 of which were approved by account directors with minimal revision
- Pitched stories to **40+ journalists** across tech trade, marketing, and national business press
- Secured **12 pieces of media coverage** including articles in PR Week, The Drum, and Computer Weekly
- Managed daily media monitoring via **Cision** for 2 accounts, producing weekly coverage reports with reach and sentiment analysis

PR and Communications Lead (Voluntary), Bournemouth University Entrepreneurs Society, Bournemouth *Sep 2023 – Jun 2025*
Led all PR and communications activity for the university's student entrepreneurship society.

- Planned and executed **3 PR campaigns** for the annual startup competition, demo day, and speaker series
- Secured coverage in the **Bournemouth Daily Echo** and 2 local radio interviews
- Grew the society's Instagram following from **320 to 465** (+45%) and achieved an average engagement rate of 5.1%
- Wrote **24 LinkedIn posts** for the society page, with 2 posts exceeding 5,000 impressions

CERTIFICATIONS

CIPR Student Member, Chartered Institute of Public Relations *Sep 2023*
Google Digital Garage: Fundamentals of Digital Marketing, Google *Feb 2024*

PROJECTS

Dissertation: Influencer Partnerships in B2B Technology PR *Oct 2024 – Apr 2025*
Examined the effectiveness of LinkedIn influencer partnerships for B2B tech brands compared to traditional media relations.

- Analysed **8 B2B tech influencer campaigns** across LinkedIn, comparing reach, engagement, and lead generation metrics
- Interviewed **10 PR practitioners** from UK tech agencies about their influencer strategy approaches
- Found that influencer content generated **3.2x higher engagement rates** than equivalent brand-owned content on LinkedIn

EXTRA CURRICULAR ACTIVITY

Volunteer, Young Enterprise Bournemouth *Jan 2024 – Jun 2025*
Mentored 2 teams of 6th form students running mini companies. Advised on marketing and PR strategy. Both teams reached the Dorset regional final.

PROFILE

Public Relations graduate from Bournemouth University with internship experience at Edelman London. Drafted 18 press releases, pitched to 40+ journalists, and secured 12 pieces of media coverage including PR Week and The Drum. Managed media monitoring for 2 client accounts using Cision. Also ran 3 PR campaigns for a student society, generating local media coverage and growing social media following by 45%.

EDUCATION

BA (Hons) in Public Relations
Bournemouth University, Bournemouth
Sep 2022 – Jun 2025

SKILLS

- Press Release & Pitch Writing
- Media Relations & Journalist Outreach
- Cision (media monitoring & database)
- CoverageBook (reporting)
- Social Media Management (Instagram, LinkedIn, Twitter)
- Content Writing (blogs, newsletters)
- Crisis Communication Planning
- Microsoft Office (Word, PowerPoint, Excel)
- Canva (visual content creation)
- Event Coordination

LANGUAGES

- English (native)

REFERENCES

Alexandra Frost

Account Director, Technology, Edelman, a.frost@edelman.com, +44 7700 900 261

Dr. Kevin Moloney

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CONTACT

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