

Sophie Brennan

Junior PR Executive

Manchester, United Kingdom · sophie.brennan@gmail.com · +44 7412 583 206 ·

linkedin.com/in/sophiebrennan



Public Relations graduate from Manchester Metropolitan University with hands-on experience across media outreach, event coordination, and social content creation. Secured **18 pieces of media coverage** during a placement at a regional PR agency. Organised a charity fundraiser attended by **300 guests** that raised over **£4,200**. Enthusiastic about brand storytelling and building strong relationships with journalists.

EXPERIENCE

PR Placement Assistant, Hatch Communications, Manchester

Jun 2025 – Dec 2025

Supported the PR team on client accounts in food, drink, and lifestyle sectors during a 6 month placement.

- Drafted **35 press releases** and pitched stories to regional and national journalists, securing **18 media placements** including Manchester Evening News and The Caterer
- Built and maintained a media database of **400+ journalist contacts** across lifestyle and hospitality verticals
- Managed social media scheduling for **3 client accounts**, increasing average engagement by **22%** over the placement period
- Coordinated logistics for **2 product launch events** attended by a combined **150 guests**

Sales Assistant, John Lewis & Partners, Manchester

Sep 2023 – May 2025

Part-time retail role alongside university studies in the homewares department.

- Served an average of **40 customers per shift**, consistently achieving a personal NPS score above **85**
- Selected to train **4 new starters** on till operation and product knowledge during peak periods
- Contributed to the team exceeding its quarterly sales target by **12%** during Christmas 2024

EDUCATION

BA (Hons) Public Relations and Communication in Public Relations, Manchester Metropolitan University, Manchester

Sep 2022 – Jul 2025

Graduated with Upper Second Class Honours (2:1, **64% average**). Dissertation on the role of influencer partnerships in crisis communication, graded **68%**.

- Relevant modules: Media Relations, Digital PR, Strategic Communications, Brand Management, Event Planning
- Won the department's **Best Campaign Award** for a mock product launch assignment in the final year

SKILLS

Media Relations, Press Release Writing, Social Media Management, Event Coordination, Content Creation, Cision / Gorkana, Hootsuite, Canva, Microsoft Office, Copywriting, Stakeholder Communication, Time Management

CERTIFICATIONS

Google Digital Marketing & E-commerce Certificate, Google

Feb 2025 – Feb 2025

CIPR Foundation Award in Public Relations, Chartered Institute of Public Relations

May 2025 – May 2025

LANGUAGES

English - Native, Spanish - Intermediate (B1)

PROJECTS

University Fundraiser: Run for Refuge

Mar 2025 – Apr 2025

Led the communications and promotion for a student charity run supporting Manchester refugee organisations.

- Created all promotional materials and managed social channels, reaching **8,500 people** on Instagram
- Attracted **300 attendees** on the day and raised **£4,200** for the Manchester Refugee Support Network
- Secured coverage in the Manchester Evening News and **2 local radio stations**

REFERENCES

Claire Doherty, Account Director, Hatch Communications, claire.doherty@hatchcomms.co.uk, +44 7700 900 331

EXTRA CURRICULAR ACTIVITY

Communications Officer - MMU Students' Union

Sep 2024 – Jun 2025

Managed internal and external communications for the Students' Union.

- Wrote **24 newsletter editions** distributed to **12,000+ students** weekly
- Grew the Union's Instagram following from **3,100 to 4,800** through consistent content and student takeovers