

STEPHEN LOAT

PR Account Manager

CAREER SUMMARY

An accomplished and passionate PR Account Manager with 6+ years industry experience across Sport, Outdoor, Tech, Literary, and Luxury accounts and within both UK & International markets.

MY WEBSITE:



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CONTACT



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1 Keeling House,
Teddington, London, TW11
8TU

EDUCATION



Warwick University

OCT 2015 - JUL 2018

History (BA, Hons)



Chartered Institute of Public Relations

NOV 2019 - JUL 2021

Professional PR Certificate



Digital PR Course

MAY 2023

Mark Rofe Digital PR Course

HOBBIES

Salsa | Football | Poetry | Running | Cycling

EXPERIENCE

PR & Marketing Lead, Media Analytics (The Devils' Gospels)

NOV 2024 - PRESENT

- Providing PR & Marketing support for the launch of the book, The Devils' Gospels, by Christopher Gasson,
- Ran a slick operation coordinating PR outreach, podcast and advertorial partnerships, influencer engagement, web development, and Paid Social activity.
- Resulted in 120+ pieces of coverage across UK & International media and over 8 million estimated views

Account Manager, The Ripple Effect

SEP 2024 - NOV 2024

- Onboarded SportsFun4All and led a successful press office resulting in 11 pieces of profile coverage for the CEO (target was 3), including hits on BBC London and a 360% increase in their web traffic
- Pitched for new business including building out proposals which I then went on to present

Account Manager, Brandnation

NOV 2023 - SEP 2024

- Led on the Seasonal PR Plans for Columbia & Merrell
- Managed relations with international stakeholders including Columbia's PR outfit in Finland & Denmark
- Conceptualised, sold in, and spearheaded creative campaigns resulting in both press & influencer coverage
- Ensured the Account Execs on my teams had the information and guidance they needed to hit our KPIs
- Accounts I managed consistently achieved 25 - 30 pieces of press coverage per month, often going above and beyond KPI

Junior Account Manager, Brandnation

OCT 2022 - OCT 2023

- Managed day-to-day operations of the press office, ensuring smooth workflow for my clients
- Led strategic planning and execution of PR activations and press trips
- Organised successful multi-day press trips within the UK and internationally
- Cultivated robust relationships with clients and media contacts
- Established myself as a trusted advisor and primary point of contact for clients

Senior Account Executive, Brandnation

OCT 2021 - SEPT 2022

- Consistently secured national media coverage for clients and hit my KPI of 80 pieces of coverage per month
- Forged robust relationships across diverse media verticals
- Assisted in the daily operations of the press office
- Contributed to the planning and execution of PR activations and press trips

Senior PR & Press Officer, Oral Health Foundation

SEPT 2020 - SEPT 2021

PR & Press Officer, Oral Health Foundation

DEC 2018 - AUG 2020