

# CALLAWAY TURNER

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## EXPERIENCE

**Indicate Media**, New York, NY

**June 2021-Present**

*Data-driven PR agency specializing in B2B Technology and Financial Services*

### **Senior Account Executive & Head of Content**

- **Strategized and executed thought leadership campaigns**, resulting in the publication of 100+ thought leadership articles across prestigious outlets like TechCrunch, Forbes, FastCompany, UniteAI, and Campaign.
- **Led a high-performing team of direct reports and freelancers**, optimizing workflows and guiding junior members to double their writing output.
- **Delivered a consistent output of 2-3 impactful articles per week**, cultivating expertise across diverse sectors such as CPG/retail, BFSI, AI, and venture capital that resulted in new leads for clients once published.

### **Account Executive**

- **Executed media relations campaigns from start to finish.** Ideated, drafted, and sent hundreds of pitches resulting in media placements in The Information, AdAge, and several relevant trade publications.
- **Optimized the agency's quarterly reporting process** by integrating Google Analytics with our existing reporting system to quantify our impact. The additional KPIs gave the agency leverage to negotiate client contracts.
- **Consulted for and collaborated with B2B Tech executives** to create strategic communication, media relations, and content marketing plans—including drafting corporate blog posts, white papers, surveys, and bylines for top business and industry publications.

**5Points Creative**, Roanoke, VA

**August 2016-June 2021**

*A full-service creative agency for mission-driven organizations.*

### **Multimedia Specialist**

- **Completed comprehensive website audits using Google Analytics** and provided recommendations, which resulted in a 15% increase in site traffic and an 18% decrease in bounce rate.
- **Developed a social media marketing plan** that was part of an award-winning brand overhaul responsible for generating more than \$10,000 in donations for the nonprofit organization Healing Strides.

## EDUCATION

**The Pennsylvania State University, University Park, PA**

Schreyer Honors College | Donald P. Bellisario College of Communications

B.A. Journalism, Summa Cum Laude

## KEY SKILLS

- Strategic Communication
- Copywriting
- Video Editing
- Organization
- Cision
- Google Analytics
- Project Management
- Ghostwriting
- Media Pitching