

# Paige Sander

B.A. degree in PR, offering excellent comms and management skills.  
Currently specializing in PR across consumer products.

## EXPERIENCE

### **Razer Irvine, CA — PR Manager, Growth**

May 2022 - PRESENT

Develop, lead and execute strategic PR plans across product launches, brand announcements, event appearances and more, coordinate agency relations across global regions, mentor junior team members, develop strong media relationships in the gaming/tech spaces, extensive reporting against KPIs, running media briefings and more

### **Golin Los Angeles, CA — PR Manager, Consumer Team**

February 2020 - April 2022

Led junior team members, managed global consumer brands and provided client counsel, developed and executed creative media strategies, coordinated exec visibility opportunities and media relations

### **Salted Stone Inc. Los Angeles, CA — PR Team Lead**

January 2018 - February 2020

Led PR team members, media relations and pitching, developed influencer/social strategy and provided client services across B2B tech and SaaS accounts

### **FleishmanHillard Dallas, TX — Public Relations Intern**

September 2017 - December 2017

Brand analytics, client reporting, data-driven research, social monitoring and internal initiative leadership

### **RKD Group Richardson, TX — Digital Marketing Intern**

January 2017 - September 2017

Internal company branding, authored case studies, articles and white papers, competitive analysis, industry research and Google Analytics

### **Champion Management Dallas, TX — Public Relations Intern**

June 2016 - August 2016

Coordinated PR events/efforts, assembled media kits, developed media lists, contributed to client pitches and designed social media graphics

## EDUCATION

### **University of North Texas Denton, TX — B.A. Public Relations**

Class of 2017 (Winter)

- GPA: 3.8
- Minor in Social Sciences
- Advanced Public Relations, Journalism and Marketing courses

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## SKILLS

Project Management

Team Management

Strategy

Communications

Client Services

## TOOLS

Muck Rack

Cision

Critical Mention

Meltwater

Crimson Hexagon

Adobe Creative Suite

## CERTIFICATES

LI Managing Teams

LI Marketing Foundations

HubSpot Inbound Marketing

HubSpot Marketing Software

HIPPA Compliance

## HOBBIES

Tennis

Hiking

Nintendo Switch / XBOX

Anything Bravo