

Sarah Skerik

Vice President, Social Media at PR Newswire

Chicago, IL, US

Helping communications pros tune in to customer conversations and trends to drive brand awareness and audience engagement

Sarah Skerik is Vice President, Social Media, for PR Newswire. Her responsibilities include product development, managing PR Newswire's social media programs and blogging for the Beyond PR blog, where she writes about digital PR, social media and SEO. In previous roles with the company, she has managed the core wire service, including SEO, content syndication, audience development, media relations, customer reporting and targeted distribution products. Sarah is a frequent and well received speaker on the subjects of social media, search engine optimization and PR measurement. A graduate of Miami University in Oxford OH, Sarah also earned an MBA from Notre Dame.

Keynote, Moderator, Panelist, Workshop, Host/MC, Corporate Training

Public Relations and Communications, Information Technology and Services, Media - Online, Writing and Editing, Social Media

Digital Marketing, Online Pr, Seo Strategies, Strategic Communications, Media Relations, Social Media Marketing, Social Media Strategies, Blogging, Content Marketing

The Science of Press Releases

Today public relations can be affected not only by the people you know, but also by the intelligence of search engines and social media. In order for PR professionals to be successful, they need to think as writers, marketers, SEO experts and business development strategists. This webinar with data provided by PR Newswire will teach you how to engineer effective press releases that help your company, product and services to get found.

The New Face Of Social Communications: Being Agile In An Always-On World

In this rapidly evolving, socially-connected era, communications professionals must act with greater agility to target their messages to the right people and utilize insights gleaned from audience conversations to fine-tune their messages. How can you efficiently spot and monitor industry trends to drive sensible social media action? Learn how to manage these intersecting processes in a way that delivers greater brand awareness, higher audience engagement and enhanced business success.

Power-Packed Press Releases for the Digital Age: New Techniques for Increased Pick Up and a Longer Tail

The world is awash in press releases announcing new products and services, financial results, new hires, events and more. Sad fact: With so many press releases issued daily, most will generate little, if any, media attention, few clicks and scant visibility for the company. How can you make your press release stand out and attract maximum attention in the Digital Era? Sarah will outline the latest advice for generating maximum publicity via social media after you issue your press release.

Rethinking the traditional news release

From its humble days of plain text, through its transformation with multimedia, to today's social media power tool, the press release is now wearing more hats than ever. It has changed in format and structure, its uses and intended audiences, and is now shared across all channels. Sarah Skerik will take you through the anatomy of a press release and share best practice tips you can take back to the office to immediately up the ante on your next press release.

The Science of Press Releases

HubSpot Webinar Series

SEO in Spanish: Reaching US Hispanic Audiences Online

PRSA Miami Chapter Event Series

The New Face Of Social Communications: Being Agile In An Always-On World

PR Week Dashboard Virtual Event

Power-Packed Press Releases for the Digital Age: New Techniques for Increased Pick Up and a Longer Tail

PR University Webinar Series

SEM, SEO & Online Writing Tactics to Increase ROI on Your PR Efforts

PR News Webinar Series

Panel Moderator ? Keeping Brand Visibility Flowing: Brand Streaming in Action

PR Newswire Webinar Series

Panel Moderator ? Agile Engagement Unlocked: Building Communications Dexterity in 6 Steps

PR Newswire Webinar Series

KEYNOTE INTRODUCTORY ADDRESS

Chicago Integrated Communications Forum 2012

University of Notre Dame ? Mendoza College of Business

MBA Finance, Marketing

Miami University

B.A. Political Science

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