

Cletis L. Fox

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EMPLOYMENT

Account Director at Alloy (Dec 2022-July 2023)

- Utilized integrated media, social media and digital strategies to drive client thought leadership
- Lead development, execution and measurement of long and short-term communications plans
- Served as trusted advisor to client and team with business, industry and media experience
- Managed several direct reports, providing skills training and timely performance feedback

Account Supervisor at Havas Formula (Oct 2021-Nov 2022)

- Owned client communications across multiple B2B and B2C accounts, spanning varied verticals
- Regularly participated in RFP process, consistently resulting in new and expanded business
- Drove consistent earned media coverage through friendly relationships with top-tier media

Senior Account Executive at Coyne PR (July 2019-Oct 2021)

- Fostered teamwork across junior staff members and consistently managed up to supervisors
- Managed end-to-end event executions and ensured all logistics exceeded client expectations
- Proficiently wrote media and strategy materials across diverse brand voices

Associate at Stern Strategy Group (Aug 2017-July 2019)

- Conducted media outreach, resulting in hundreds of mainstream, trade and local placements
- Developed effective social media, resulting in increased followers and interactions
- Created content for clients including press releases and blog posts, resulting in coverage

Public Relations Intern at Rutgers School of Communication & Information (Jan-May 2017)

- Increased year-over-year attendance at school events via multi-platform social media posts
- Implemented campaign on stagnant Instagram account resulting in 3x increase in likes
- Directed video content of relatively unknown SC&I dean, highlighting his vital role

EDUCATION

Rutgers, The State University of New Jersey - New Brunswick (2013-2017) Cum Laude GPA: 3.5

B.A.: Journalism & Media Studies

Minors: Digital Communication, Information, and Media
Entrepreneurship

ACTIVITIES

Meals on Wheels – Morristown (Jan 2022-present)

Public Relations Student Society of America, RU Todd Hunt Chapter (2016-2017)

Vice President, Phi Kappa Tau Fraternity – Epsilon Kappa Chapter (2014-2017)

Eagle Scout, Troop 156 - Flanders, NJ (2002-2012)

TECHNICAL SKILLS

Cision & Muck Rack
Google Analytics

Google Workspace
Meltwater

Microsoft Office
WordPress