



LinkedIn

678-642-0782

sloan@sloanwyatt.com

Austin, TX

# Sloan Wyatt

## Communications Strategist

Strategic + crisis communications professional with a proven track record in driving impactful public relations, content, and media campaigns. Skilled at crafting compelling messages, managing client relations, and executing data-driven strategies that deliver results.

## SKILLS

- \* Social Media Marketing + Content Development
- \* Strategic Communications
- \* Client Relations
- \* Public Relations
- \* Crisis Communications
- \* Creative Copywriting
- \* Campaign Management

## CERTIFICATION

### Google Analytics

### Google Digital Garage - Fundamentals of Digital Marketing

### PR Council Agency-Ready Certificate

a 20-hour course focused on critical areas of integrated marketing communications

## MEMBERSHIP

### Women Communicators of Austin

Experience with Meta Business Suite, Adobe Creative Suite, Google Analytics, PR Newswire, Sprout Social, Cision, Twitter/X, Brandwatch, WordPress, LinkedIn, Canva, etc.

## EDUCATION

### The University of Texas at Austin — Bachelor of Journalism

Public Policy Bridging Disciplines Certificate

**Honors:** Moody College of Communications' Dean's List, Richard J. Davis Endowed Scholarship recipient

## EXPERIENCE

### ATX Supper Club

**PR Director**  
July 2024 - Present

- \* Lead public relations strategy for ATX Supper Club, managing media pitching, influencer marketing, and brand partnerships to elevate the club's community-focused dining experiences.
- \* Cultivate and maintain relationships with media, influencers, and community partners, generating increased visibility + engagement

### New West Communications

**Communications Strategist**  
February 2023 - November 2024

- \* Created and implemented targeted social media strategies for clients in diverse sectors such as renewable energy, higher education, healthcare, organized labor, and combatting antisemitism.  
*Skilled in social listening and optimizing content to enhance engagement + brand visibility across platforms.*
- \* Led media relations efforts for clients by coordinating outreach to local, state, and national media outlets. Responsibilities included curating media lists, writing, editing, and distributing press releases, and providing detailed analysis of media coverage.
- \* Developed long-form content, including blogs, web stories, and thought leadership articles, tailored to client objectives.

### Rational 360

**Digital Associate**  
September 2022 - February 2023

- \* Analyzed real-time and emerging social media conversations, advising clients on forward-thinking digital strategies and future campaigns based on data-driven insights.

### The Texas Tribune

**Mar-Comms Fellow**  
January 2022 - May 2022

- \* Coordinated media relations and outreach efforts, building relationships with state and national media
- \* Devised plans for content distribution and announcements for an average audience of 5+ million Texans