



Joseph Livshin

(607) 267-5746 • Jmlivshin@gmail.com • JosephMLivshin.com

Experience

Public Relations Associate, Pursuit PR, Syracuse, NY, June 2021–Present

- Create and send attention grabbing, creative pitches for clients to be sent to reporters for possible interviews and stories
- Research and create client briefings for upcoming interviews
- Constant social media and news monitoring for potential reporter and story leads for clients

Account Executive, Peel it Back PR, PR Campaign Course, Syracuse, NY, January 2020–May 2020

- Research and identify problems within Orange Television Network (OTN)
- Maintain open communication with client and my team
- Create and present plan book to client with new logo design, step-by-step guide to transform communication protocols to reach customers

Owner/Operator, Core Home Solutions, Buckeye, AZ, June 2011–Present

- Provide management and oversight to all employees and vendors
- Created safety training and protocols to meet state and federal standards
- Managed annual budget of \$1.35 million and payroll
- Employee relations and conflict resolution
- Create effective marketing and advertising

Firefighter, Shawano Area Fire Department, Shawano, WI, October 2007–June 2011

- Responded to all fire and medical emergencies
- Community outreach and communication
- Maintained licensing and continuing education

County Chairperson, Hillary for America 2008, Shawano, WI, October 2007–June 2008

- Coordinate all campaign activities within county
- Coordinate fundraising events
- Assist with polling within county and state
- Work closely with state and national campaign officials
- Oversee all campaign workers and approximately 24 volunteers with the county

Hospital Corpsmen, United States Navy, July 2001–April 2008

- Provide emergency and preventative medical care to all Marines and Sailors within care
- Maintained all medical records per military and federal laws and regulations
- Provide education and training for all those in my care
- Relationship building with civilian population

Education

S.I. Newhouse School of Public Communication; Syracuse University

Bachelor of Science: Public Relations Syracuse, NY, December 2020

Onondaga Community College

Syracuse, NY May 2018

Associate of Arts: Communication Studies

- Summa Cum Laude
- Phi Theta Kappa National Honor Society
- The President's List

Skills

- Adobe Premier Pro, Spark
- Google Docs, Slides
- Microsoft Excel, PowerPoint, Word
- Facebook, Instagram, LinkedIn, Twitter, WordPress
- Associated Press Writing Style
- Canva