

Michelle Jelacic

MichelleJelacic@gmail.com | [Website](#) | [LinkedIn](#) |   

Experience

LBQ Strategies

2021-Present

Public Relations Consultant, part-time

- Assisting in the creation of health care, infrastructure and cannabis client strategies, including messaging and tactics based on audience and goals
- Writing press releases, media pitches and talking points
- Conducting research to create and update media lists across multiple industries and states

TechBear

2019-2021

Account Manager Team Lead

- Managed the day-to-day activities for up to 30 accounts, which included project management for new website builds, custom intranets and database solutions
- Created clear project goals, developed strategies, and oversaw the execution - and assisted, as needed, to ensure a timely and successful execution
- Partnered with C-Suite executives to host conferences with the company's stakeholders, which included Q&As, review progress, timelines and budgets
- Mentored a team of Project Managers and WordPress Web Developers to ensure team cohesiveness, personal development, team efficiency and job satisfaction

Account Manager

- Planned, executed and monitored project details from the initial project scope, assigning a team, and allocating resources, to finalizing the project
- Managed my client's needs and the project's daily activities while also planning ahead to control risk and minimize uncertainty

California Medical Association

2018

Communications Intern

- Assisted senior staff to produce internal and external communications aimed to support and advocate for more than 50,000 physician members across all modes of practice and specialties
- Drafted press releases, online news articles, feature stories and researched policy issues
- Interviewed and created profiles on physician leaders for membership engagement and earned media coverage

Education

Bachelor of Arts - Communications, Public Relations - *California State University, Sacramento*

Minor in Spanish - CSU International Programs, *Universidad de Jaén, Spain*

In the Community

- Attended [Sacramento State Alumni Association's Career Buzz](#), 2020
- Co-hosted the [CSU International Programs Virtual Fair](#), 2020
- Member of the [Sacramento State Alumni Association](#), 2019
- Public Relations intern for [Joshua's House, A Hospice for the Homeless](#) in Sacramento, 2018

Personal Interests: my nephew, graphic design, reading self-help books, astronomy, web development, hiking, languages, traveling, blogging, sign language, my rescue dog, sunsets, marine biology