

Victoria Tuttle

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PR Specialist

With 5+ years of experience in public relations and marketing, I have spearheaded PR strategies, secured national brand partnerships, and managed influencer collaborations. Skilled in media outreach, event production, and strategic storytelling, I have increased brand visibility by 20% and boosted social engagement by 150%. My expertise includes developing brand narratives, cultivating relationships, and driving ROI through innovative campaigns.

WORK EXPERIENCE

Vision to the T PR

01/2025 - Present

Founder & Principal Public Relations Strategist • Freelancer

Boston, MA

Lead the vision, strategy, and execution of public relations and marketing campaigns for clients across podcast, fashion, wellness, and lifestyle sectors. Serves as the primary strategist, developing brand narratives and messaging frameworks that drive visibility, awareness, and growth. Cultivates strong relationships with editors, stylists, influencers, and producers to secure press placements, brand collaborations, and media opportunities. Oversaw all aspects of campaign execution, including media outreach, influencer marketing, event production, and performance reporting, while ensuring consistent storytelling across digital and social channels. Tracked KPIs to measure ROI, and continuously adapts strategies to align with emerging PR and digital trends.

In Your Court Marketing

01/2024 - Present

PR Specialist, MA | 2024 – Present • Part-time

Boston, MA

- Drove 200%+ increase in media coverage and 150% boost in social engagement for clients like Baddie Besties, Van Leeuwen, and F1 Arcade.
- Secured national brand partnerships with Poppi and LMNT, reaching 500K+ combined audiences.
- Produced PR activations like SOWA Wellness Fest and Lululemon's Summer Yoga Series, attracting 1K+ attendees and 2M+ social impressions.
- Managed 50+ influencer collaborations with 25% average engagement across Instagram and TikTok.
- Secured client features across top Boston media outlets, earning consistent placements and high-impact press coverage.

Broadway Hospitality Group

06/2022 - Present

Public Relations Manager

Boston, Massachusetts, United States

- Developed and implemented PR strategies that increased brand awareness by 20% within 6 months through targeted media outreach and community engagement.
- Increased community engagement by 30% within 6 months through strategic partnerships and targeted outreach initiatives, fostering a collaborative environment with local organizations and the community to strengthen brand's reputation and initiatives
- Crafted and distributed over 50 press releases within 6 months, utilizing strategic storytelling to enhance brand narratives and secure media placements.
- Increased brand visibility through strategic social media campaigns, resulting in a 20% growth in follower engagement within 4 months.
- Led the planning and execution of high-profile events, resulting in increased media coverage and brand visibility by 10% through targeted outreach efforts. Such as sold-out community suppers, planning the company golf tournament that raised \$50,000
- Spearheaded company-wide charitable initiatives, generating a X% increase in donations for multiple charities while strengthening brand alignment with community values.

Quinnipiac University

06/2019 - 06/2024

Orientation Leader

Hamden, CT

EDUCATION

Bachelor's degree in Public Relations/Non-Profit/Organizational Management
Quinnipiac University

01/2018 - 12/2022

CERTIFICATIONS

Stukent Social Media & Marketing Certificate
My Stukent

03/2022 - 05/2025

VOLUNTEERING & LEADERSHIP

The Greg Hill Foundation
Board Member

09/2024 - Present
Boston, MA

Empower
Marketing Communications Intern

01/2021 - Present

PUBLICATIONS

Boston Common Magazine " The List"
Boston Common Magazine

05/2024

Honorably mentioned in the May 2024 Boston Common Issue under " The List" for being a notable person recognized for your achievements and influence in the Boston community

SKILLS

- Branding, Brand Management, Communication, Digital Media, Influencer Marketing, Leadership, Management, Marketing Strategy, Microsoft Office, Public Relations, Relationship Building, Social Media, Social Media Marketing, Storytelling, Strategic Communications, Strategic Planning, Team Building, Team Leadership, Volunteering, Writing