

Joli Plucknette-Farmen

Public Relations and Communications Manager

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Career Objective

Dynamic and results-driven communications professional. Skilled in developing and maintaining relationships with media outlets, managing social media platforms and internal communications. Proven track record of success collaborating with cross-functional teams and leading projects from conception to completion.

Experience

Manager of Communications

December 2023 to Present

Harris Beach Murtha - Pittsford, NY

- Establish and maintain relationships with legal trade and local/regional business reporters and editors across the Northeast to generate earned media; facilitate inbound media inquiries.
- Generate consistent press coverage of firm announcements, attorneys, practice groups and offices through cover stories, profiles, feature articles, contributed content and expert commentary. Increased coverage year-over-year.
- Manage social media content calendar across several channels; draft compelling, on-brand caption/graphics copy; collaborate with internal stakeholders for steady pipeline of content.
- Develop strategic internal communications and talking points that align with business objectives and engage team members.

Career Pause

September 2015 to November 2023

- Purposeful extended leave from communications profession to contribute to my family.

Communications and PR Manager

May 2014 to August 2015

Calm & Sense Communications - Rochester, NY

- Partnered with clients closely to determine and meet a variety of needs including internal and external marketing campaigns, website development, change management and HR communications, newsletter content development, press releases and event planning.
- Developed communications to effectively and creatively meet client expectations and resonate with targeted audiences using succinct copy and graphics.

Public Relations Manager, Northeast

April 2013 to May 2014

Time Warner Cable - Rochester, NY

- Managed PR across Upstate New York and New England to generate earned media coverage across multiple markets that showcased the company, its innovative products and community initiatives through developed press releases, focused messaging and product pitches.
- Built and maintained relationships with media throughout the Northeast; company spokesperson.
- Excelled at cultivating cross-functional relationships to develop accurate messaging.
- Organized press conferences and events to raise awareness of the company and brand.

Communications Manager, Western NY

February 2011 to March 2013

Time Warner Cable - Rochester, NY

- Managed PR to generate earned media coverage throughout Western NY.
- Developed internal communications including product/service launches, weekly newsletter, HR employee communications and leadership messaging.
- Collaborated with video production team to deliver multimedia internal communications.
- Created and maintained philanthropic partnerships that aligned with the company's mission.

Communications Specialist

December 2009 to January 2011

Time Warner Cable - Rochester, NY

- Coordinated strategy and execution of external communication messaging including press releases, media relations, development of TV spot and ad copy, press conferences and special events.
- Managed external events with the intention of increasing brand awareness and showcasing products across the Rochester market.
- Tracked industry-related news coverage, managed company's web media presence, maintained PR database.

Public Affairs Coordinator

December 2003 to December 2009

Time Warner Cable - Rochester, NY

- Coordinated and executed external and internal communications strategy and messaging for product launches and community relations initiatives to increase customer and community awareness.
- Developed content and partnered with designer to produce engaging monthly employee newsletter.

Education

Bachelor of Arts: Communications/Journalism; Minor English Writing

St. John Fisher College - Rochester, NY

Skills

- Internal and External Communications
- Media Relations
- Press Release Development
- Content Creation
- Public Relations
- Social Media Management
- Communications Strategy