



Candice Votke
Account Executive

Long Island Office
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Patchogue, New York 11772

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By Appointment Only

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Summary

A passionate legal account executive with two years of experience in the communications industry who oversees a team of legal content writers and a legal junior account executive to meet the needs of over 20 clients. Excellent account management and verbal and written communication skills. Skilled at web programming for HTML, Drupal, WordPress, PHP and CRM.

Experience

PR4Lawyers, Patchogue, NY — January 2016 to Present

Legal Account Executive

- Manages the day-to-day activities for PR4Lawyers clients, including solo practitioners, law firms and corporate professionals
- Develops legal marketing content for internal and external communications, including blogs, press releases, social media, E-Newsletters and E-Blasts
- Proofs and reviews legal marketing content
- Programs, updates and maintains client websites, E-Newsletters, E-Blasts, blogs, and social media
- Oversees company's legal content writers and junior account executive
- Coordinates projects with the company's graphic design, public relations and web development departments

The Public Relations and Marketing Group, Patchogue, NY — July 2015 to December 2015

Communications Assistant, Public Relations Intern

- Developed and distributed corporate marketing materials, including blogs, press releases, social media, E-Newsletters and E-Blasts
- Programmed, updated and maintained client websites, E-Newsletters, E-Blasts, blogs and social media
- Attended and photographed client events

Lori-Girl Creations Huntington Station, NY — February 2015 to December 2016

Public Relations Consultant

- Developed and distributed marketing content for internal and external communications, including blogs, press releases, social media, E-Newsletters and E-Blasts
- Programmed, updated and maintained website, E-Newsletters, E-Blasts, blog and social media

SUNY Oswego Alumni Association, Oswego, New York — 2011 to 2015

Public Relations Student Manager, Telefund Caller

- Trained new employees
- Updated and monitored traffic on social media web pages
- Created and implemented strategies within the workplace
- Organized and implemented on-campus events
- Contacted parents, alumni, retired faculty, and graduating seniors to provide detailed information about SUNY Oswego campus, current on-campus activities and events, and fundraise monetary gifts through the Annual Fund for Oswego

Education

SUNY Oswego, Oswego, New York
Bachelor of Arts, Public Relations, May 2015



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Affiliations

- CAPA The Global Education Network
- Sigma Delta Tau Sorority
 - New Member Educator
 - Social Chair
 - Community Service Chair
 - Recruitment Committee
 - Rho Chi

Accomplishments

- *Long Island Business News* Millennial Award, Marketing/Public Relations, 2016
- *Long Island Business News* Communications Excellence Award, Best Marketing Team, 2016
- Awarded Top Telefund Caller, fiscal year fundraising earnings (\$26,000), cumulative fundraising earnings (\$40,000), 2014
- Recipient of SUNY Oswego Merit Scholarship
- Completion of the American Legion Auxiliary Girls State Merit Program, 2011
- Award of Citizenship, 2011
- Certificates of Merit by New York State Assemblyman Joseph Saladino and U.S. Representative Peter King, 2011
- Certificate of Appreciation by the American Legion Auxiliary, 2011