

# SEAN BILLISITZ

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## PROFESSIONAL SUMMARY

Detail-oriented strategic communications professional with seven years of experience executing successful PR programs, building strong media and client relationships, and driving business growth through creative storytelling across earned and owned media.

## EXPERIENCE

### **Senior Associate, SideCar PR — May 2023 to Current**

- Develop and execute PR strategies, serving as the primary lead for 5–10 accounts
- Produce high-quality original content, including press releases, bylined articles, blogs, award submissions, speaker applications, newsletters, proposals, and more
- Craft and pitch compelling story ideas, securing top-tier national, B2B, and local media
- Build and manage targeted media lists across various beats, while developing and maintaining strong relationships with key media contacts
- Execute client events, including groundbreakings, grand openings, and press trips
- Manage social media content and calendars, overseeing daily community engagement
- Create and maintain website content, optimizing for SEO to improve visibility
- Develop data-driven monthly reports showcasing PR and social media performance

### **Senior Account Executive, Grasslands — Sept. 2019 to May 2023**

- Led strategic PR initiatives for 20+ startups and best-selling cannabis brands, securing consistent national and local coverage across consumer and industry media
- Secured high-value speaking and award opportunities to strengthen thought leadership
- Organized client press trips and provided media support at conferences and trade shows
- Managed social media content and calendars, overseeing daily community engagement
- Produced visually engaging reports leveraging data insights such as Google Analytics to showcase campaign success and refine future strategies

### **Associate Account Executive, Truscott Rossman — Jan. 2018 to Sept. 2019**

- Supported media relations by developing strategic press materials and pitching story ideas that secured coverage in key consumer, business, and industry publications
- Assisted with new business development by drafting and designing proposals
- Facilitated client media training, helping improve messaging and interview outcomes

## SKILLS

Account Management, Analytics Reporting, Crisis Communications, Content Creation, Copywriting, Email Marketing, Graphic Design, Influencer and Media Relations, Public Speaking, Social Media Management, Strategic Communications, Thought Leadership

## EDUCATION

*Bachelor of Science, Advertising & PR — Grand Valley State University (2018)*