Gregory Fyfe

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A communications and marketing professional with experience in public relations, client support, and media relations. Skilled in outreach, reporting, and cross-functional collaboration, with proven ability to thrive in fast-paced agency environments. Adept at managing multiple priorities while maintaining accuracy, organization, and client-focused communication.

WORK EXPERIENCE

Onsite Supervisor - Arthur Mechanical - *Parlin, NJ* 11/2025 – present

- Managed daily jobsite and office operations by coordinating communication between clients, contractors, vendors, and field staff while supporting scheduling, proposals, and project timelines.
- Oversaw material sourcing, vendor coordination, and emergency service support

Account Coordinator - Berk Communications - *New York, NY* 06/2024 – 08/2025

- Supported clients across food, beverage, hospitality, and lifestyle industries through proactive media outreach and coverage tracking.
- Drafted and distributed client-facing materials including agendas, call recaps, briefing documents, and monthly coverage reports.
- Monitored media trends and compiled reporting metrics to assess campaign performance and identify opportunities for strategic outreach.
- Coordinated with media contacts and assisted in developing creative pitches that secured earned placements across digital and print outlets.

Virtual Project Specialist - The Growing Artist - *Charlotte, NC* 07/2023 – 11/2023

- Enhanced online brand visibility through managing and optimizing content on TikTok, Instagram, and the website.
- Led social media and email outreach strategies to build community engagement and foster potential collaborations.

EDUCATION

University of North Carolina Charlotte - *Charlotte, NC (GPA 3.85 out of 4.00)*

- Bachelor of Science in Business Administration – Marketing

SKILLS

- Client Communication & Support
- Trend Monitoring & Media Tracking
- Media Monitoring Tools: Muck Rack
- Detail-Oriented & Deadline-Driven
- Email Management
- Agenda & Recap Development
- Outreach Strategy
- Data Reporting & Performance Insights
- Microsoft Office Suite (Excel, PowerPoint, Outlook)
- Pitch Writing & Distribution
- Workflow Optimization

CERTIFICATIONS AND HONORS

- Latin American Chambers of Commerce Program (2023)
- Business Honors Certification (2023)
- Honors College Certification (2023)
- Hispanic College Awareness Program Presidency (2022)