

**Christina Zirker**  
[christina@christinazirker.com](mailto:christina@christinazirker.com)  
(510) 912-0212

### **Education**

University of California, Berkeley, B. A., 2000; majored in Mass Communications, graduated with honors

### **Employment**

Public Relations Consultant and Copy Editor

January 2010 to Present

- Develop public relations programs and related materials (media kits, news releases, brochure and website copy) for clients, including the Richmond Art Center, Richmond Main Street Initiative, Creative Furnace

Administrative Assistant, Fishin' Game Charters

November 2010 to Present

- Oversee administration and book keeping for Fishin' Game Charters and previously Seamonkey Diving, our family's sport fishing charter business and mobile dive operation

Assistant Director Client Services, Paige Poulos Communications

Point Richmond, CA

July 2004 to January 2010

- Developed and executed public relations plans in support of clients' market growth
- Wrote press kits, marketing pieces and website copy
- Created internal style documents and employee FAQ documents, talking points
- Wrote and distributed news releases to consumer and trade media
- Secured print, broadcast and online coverage for clients from consumer and trade media
- Coordinated samples mailings and media tours

Manager, Lalime's Restaurant, Berkeley, CA

June 1999 to July 2004

- Oversaw front and back of the house staff as floor manager for top-rated Bay Area restaurant
- Responsible for reconciliation of daily restaurant sales

The Independent, Livermore, CA

June 2002 to July 2004

- Wrote feature stories for The Independent newspaper and magazine

KPFA and KQED

August 2000 to September 2001

- Wrote and edited copy for evening newscast

### **Computer Skills**

- PC and Mac platforms, Microsoft Office Suite, iWork
- Wordpress
- Social Media and Email Marketing
- Quickbooks

## Activities

- Gigging harpist
- Publicity coordinator for Point Richmond Music's free summer concert series
- Exploring the natural riches of Northern California with our Labrador, Delta, on and off the water