

PR & EVENT MANAGER

Summary

Experienced creative marketing professional who consistently delivers high-quality and results-focused marketing content. In-depth knowledge of social media and PR management with expertise in identifying emerging market trends.

Experience

PR & Event Manager Jan 2015 to Current

Company Name i¼ City , State

- Coordinate all public relations activities.
- Manage social media platforms to engage audiences across traditional and new media.
- Research influencers and initiate collaborations.
- Develop a marketing communications plan including event strategy, sponsorship budget, and goals.
- Evaluate opportunities for partnerships, sponsorships and advertising on an on-going basis.
- Coordinate details of events such as venue, flyers, sales, entertainment, guestlist, artist booking, sponsorships, etc.

Social Media Consultant Apr 2017 to Current

Company Name i¼ City , State

- Build and execute social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification.
- Moderate all user-generated content in line with the moderation policy for each community.
- Create original content.
- Continuously improve by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information.

PR & Social Media Manager Jan 2013 to Jan 2017

Company Name i¼ City , State

- Develop a follow growth strategy for social media.
- ex: 180k followers in 2013 vs 2.2m followers in 2017 on our Instagram) --Manage PR & Social Media Coordinators from 20 international regions and make sure their follower growth rate is constantly increasing.
- Manage the brand's Social Media platforms such as Facebook, Twitter, Instagram, Pinterest, Tumblr, Youtube, Viva Radio, Snapchat, etc.) --Develop a marketing communications plan including strategy, goals, budget and tactics & a media relations strategy, seeking high-level placements in print, broadcast and online media.
- Research top influencers, competitors, and trends.
- Plan and execute events, influencer marketing, celebrity outreach, media monitoring, and product placement for social uses.
- Create timely and engaging content optimized for platform used and intended audience.
- Scout and photograph influencers and models to feature on social media to create new contents.
- Monitor sites for customer service opportunities.
- Analyze and report social media actions on a weekly basis for successes and new opportunities.
- Create engaging and professional visuals that reflect the brand.
- Stay current with PR & social media trends and tools.
- Attend networking and educational events.
- Review marketing analytics weekly to make informed decisions going forward surrounding social campaigns, influencers, messaging, etc.

Media Specialist Mar 2017 to Oct 2017

Company Name i¼ City , State

- Develop weekly social & influencer programming across accounts.
- Manage local and international account managers to produce all imagery, tags and captions, and make edits as needed for each account and planned post.
- Identify tastemakers in the social communities as they relate to the brand and build partnerships with brand advocates, influencers, and other creatives.
- Ensure Paid Social campaigns are set-up and properly QA'd.
- Curate and grow social images on website, ensuring that page is updated daily with shoppable user generated content.
- Ensure that all PR/social content and copy is brand appropriate, accurate and appropriately labeled.
- Engage with community and influencers on social channels via liking, commenting, and regramming imagery.
- Report on performance and growth on weekly and monthly basis.
- Support aligning domestic agencies to create and execute an year-long strategy, including events, to increase brand awareness.
- Work to ensure media placements increase sales.

Media Manager Oct 2017 to Current

Company Name i¼ City , State

- Manage media inquiries and interview requests.
- Create content for press releases, byline articles and keynote presentations.
- Build relationships with thought leaders to grow industry awareness.

- Manager social media accounts with over 6 million followers total.
- Work with celebrities and stylists to increase revenue.
- Monitor SEO and web traffic metrics.
- Communicate with followers, respond to queries in a timely manner and monitor customer reviews.
- Stay up-to-date with current technologies and trends in social media, design tools and applications.
- Design and implement social media strategy to align with business goals.
- Set specific objectives and report on ROI.

Education and Training

Bachelor of Arts , International Studies 2013 Queen's University 1/4 City , State , Canada International Studies

Skills

Adobe, Advertising, benchmarking, competitive research, forecasting, Google Analytics, Marketing research, marketing communications, Photography, press releases, Product marketing, sales, Social Media platforms