

UNIT PUBLICIST

Summary

To utilize and further develop the skills acquired through significant work experience in the fields of public relations, marketing, advertising, fashion and event planning. [Willing to travel]

Skill Highlights

- Media relations
- Special events planning
- Public relations expert
- Project management
- Promotional campaigns
- Enthusiastic and dedicated team player
- Problem solving
- Exceptional writer
- Organized and efficient
- Deadline-driven

Experience

12/2010 to 05/2015

Unit Publicist Company Name i¼ City , State

- Secured coverage by both broadcast and print media outlets.
- Coordinated press tours on film set, and planned red carpet screening with FOX2 Detroit.

11/2014 to 01/2015

Freelance Publicist, Manager New Business Development Company Name i¼ City , State

- Wrote press releases and conducted media outreach, and collaborated on internal marketing materials.
- Strategized new business opportunities, and established communication with potential new clients.
- Counseled on film industry and public relations procedures.

05/2014 to 06/2014

Freelance Social Media Marketing Manager Company Name i¼ City , State

- Developed social media strategies and content calendars for all client accounts.
- Managed social media sites and posted content daily across social media platforms.
- Surveyed the Internet for brand related topics of conversation, engaged in dialogue and tracked customer issues.
- Analyzed current social media metrics and engagement.

04/2013 to 06/2013

Freelancer Company Name i¼ City , State

- Conducted media outreach for several client initiatives, monitored for media coverage and executed research.
- Produced social media posts on behalf of clients via Pinterest, Facebook, Twitter, etc.
- Drafted press releases and proofread previously written releases.

01/2012 to 04/2012

Production Assistant/Volunteer Company Name i¼ City , State

- Created social media and marketing campaigns for Michigan F.A.S.H.
- Fest.
- Wrote press releases, compiled media lists and comprehensive targeted databases.
- Reviewed Michigan F.A.S.H.
- Fest website for accuracy, troubleshoot computer, network and communication issues.
- Attended and documented numerous client meetings, set up and staffed several promotional events.

10/2009 to 10/2011

Office Manager Company Name i¼ City , State

- Employed marketing and public relations campaigns; coordinated speaking engagements; cultivated social media presence; developed company website and, successfully executed a Search Engine Optimization (SEO) platform.
- Managed staff, handled all financial components of business, oversaw day-to-day business operations, built and maintained patient relationships.

12/2010 to 07/2011

Costume Designer Company Name i¼ City , State

- Developed wardrobes, footwear, accessories and other materials.
- Supervised costume fittings with cast members and made alterations.
- Studied script and story lines to conceptualize appropriate costume styles.
- Ensured design concepts provided by the director and producer were achieved.

08/2008 to 10/2008

Assistant Style Writer/Event Producer/Stylist Company Name i¼ City , State

- Photographed and reviewed designers' Spring/Summer 2009 collections at Mercedes-Benz New York Fashion Week as Assistant Style Writer for the Michigan Chronicle - published in The Michigan FrontPage, September 19, 2008.
- Co-produced AKA fashion show, staffed, managed backstage area during show (i.e. models, clothing, accessories, etc.) and acted as co-stylist.
- Attended Detroit Fireball 2008 and fashion designers' new line launches as a media representative for Fuzion Magazine and other outlets to review, photograph collections and interview designers.

02/2008 to 06/2008

Associate Company Name i¼ City , State

- Participated on Pepperdine University, Downtown Center Business Improvement Development (DCBID), Experian, Accenture, DeBeers and Los Angeles Urban League accounts.
- Wrote byline pieces and submitted to top-tier publications (i.e. Los Angeles Times, Los Angeles Business Journal and Orange County Register).
- Participated on new business pitch and developed RFPs for several other new business opportunities.
- Assessed media opportunities for Pepperdine University and created editorial calendar for remaining 2008 calendar year.
- Attended several events and functions with the client and on their behalf.
- Conducted media outreach, and secured 5 media placements.
- Composed press releases, media alerts, as well as other pitching materials.
- Attended weekly client meetings, compiled weekly PR reports and distributed to client and internal team.

02/2007 to 12/2007

Account Coordinator Company Name i¼ City , State

- Participated on Hyundai Motor America, Hyundai Hope on Wheels, and BMW Group DesignworksUSA accounts.
- Secured 12 media placements, generated media lists and conducted media outreach for various projects.
- Conducted new dealership announcements, wrote press releases, media alerts, pitch emails and other media relations materials.
- Assisted in planning, logistics, execution and staffed both spring and fall Hyundai Communication Summits.
- Managed Hope on Wheels scholarship events, coordinated ceremonial checks for Hyundai Hope on Wheels 2007 Tour.
- Prepared various awards entry binders for PRSA PRISM, 2007 Ketchum Kudos and PR Week awards.
- Implemented catalog system for print and broadcast media clips.
- Executed daily and weekly media monitoring and compiled media coverage reports.
- Formulated weekly PR Coordinator Reports and bi-monthly Status Sheets.
- Generated monthly Activity Reports and Budget Status Reports for all Hyundai and Hyundai Hope on Wheels billing.
- Produced monthly PR outlooks and media opportunities for BMW Group DesignworksUSA.
- Attended Hyundai's Product Immersion Day.

08/2006 to 02/2007

Intern Company Name i¼ City , State

- Interacted directly with clients on a daily basis.
- Wrote press releases, pitch emails, composed numerous result trackers and pitched to National and Local media.
- Participated on VIVA Paper Towels, WhiteWave Foods, Horizon Organic, Silk Soymilk, ConAgra, DAVID Sunflower Seeds, Orville Redenbacher, Hebrew National, Healthy Choice, Best Buy-Geek Squad, Scott Flushability-Halftime Flush, Jim Beam, Sauza and Roto-Rooter accounts.
- Formulated daily monitoring reports, as well as compiled weekly monitoring summaries.
- Generated media lists, organized Quick View reports for various client projects, prepared E-kits and PR Newswires.
- Facilitated holiday event for Geek Squad, planned and executed event for DAVID "Good Seed" Award Grand Prize winner.
- Organized long-lead monitoring assignments and outlines.
- Coordinated sizzle reel for VIVA Towels.
- Assisted on a new business pitch, and worked closely with senior level staff.

12/2005 to 04/2006

Intern Company Name i¼ City , State

- Supported planning and execution of the Frigidaire "Glacier Lounge" at Sundance Film Festival.
- Sorted and maintained celebrity donated clothing from Frigidaire "Glacier Lounge" event in partnership with Clothes Off Our Back.
- Participated on Frigidaire, Kraft's Good Seasons, Milk Web, Planter's Peanuts, and Wine Market Council accounts.
- Pitched to National and Local media publications and to B-rolls, and secured 28 media placements for high profile accounts.
- Interfaced directly with vendors on signage development, and numerous other projects.
- Prepared detailed editor bios for use in subsequent pitches.
- Executed extensive research and detailed planning for new business development.
- Developed and successfully executed, complex sponsorship opportunity for Kraft Singles.
- Staffed Frigidaire/Electrolux booth at Kitchen and Bath Industry Show (KBIS), and assisted at corporate events.

09/2005 to 12/2005

Marketing Coordinator Company Name i¼ City , State

- Developed a redesign strategy for Lori's website, photographed store inventory and wrote copy for website.
- Assisted customers with purchases of shoes and accessories, and maintained relationships with customers.
- Managed in-store promotions to generate traffic.

07/2004 to 09/2005

Sales Associate Company Name 1/4 City , State

- Assisted customers with purchases of shoes and accessories, closed 97% of initiated sales and maintained relationships.
- Collaborated with owner on marketing and inventory strategy.

05/2004 to 08/2004

Intern Company Name 1/4 City , State

- Devised and successfully established working budgets and timeline for video and still photography shoots.
- Managed the coordination and purchasing of stock photography for print ads.
- Promoted to account lead on multiple direct mail pieces.
- Maintained and updated status reports, and attended weekly internal team and client meetings.
- Reviewed advertising materials for accuracy and completeness of work.

Education

May 2005

Bachelor's Degree : Public Relations, Marketing and Advertising University of Michigan 1/4 City , State

Awards

- 2007 Ketchum Silver Kudos Award Hyundai "Veracruz Launch"
- 2007 PRSA PRISM Award "Hyundai Sonata/Regis and Kelly' Trivia A Go-Go Promotion"
- 2007 PRSA PRISM Award "Hyundai Elantra - Mash and Seek"
- 2007 PRSA PRISM Awards of Excellence "Hyundai Launches Genesis of a New Brand Identity"
- Headliner Award, Ketchum
- Passion and Precision Award, Ketchum
- Michigan Merit Scholar
- Received multiple Weber Shandwick - Intern of the Week Awards
- Recognition of Excellence Award for work on Frigidaire's Sundance Film Festival Event

Computer Skills

Microsoft Word, Excel, Access, PowerPoint, Outlook, Works, OneNote, Publisher, Entourage, Sprout Social, HootSuite, Canvas, Tweet Deck, Factiva, Lexis-Nexis, Bacon's MediaSource, Adobe Photoshop, Illustrator, InDesign, Acrobat, MAC Software/Programs, Final Draft 7, SAP, PR Trak and Roxio.