

Nathanael Wiegand

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EXPERIENCE

11/2020 – present

MARKS LLC

Director of Public Relations

New York, NY

- Collaborates with leaders across multiple client sectors and internal disciplines to ensure consistency of enterprise messaging and brand voice and style
- Is confident in counseling senior executives in a dispersed executive structure
- Proven success in creating and executing high profile communication initiatives
- Strong interpersonal skills to foster relationships and navigate cross-functionally across different firm units and with outside partners
- Keen understanding of integrating marketing tactics with traditional and social media as part of communications campaigns to attract, engage, convert, and retain clients and talent
- A deep understanding of design trends and relationships with journalists/commentators/critics covering design, architecture, engineering, and interiors at design, client vertical trade, and national consumer/news media
- Prior experience working at a law firm

10/2016 – 07/2020

JACOBS, QUIGLEY AND MRAZ

Public Relations Associate

New York, NY

- Exceptional communicator—verbally and with writing and editing skills adaptable to traditional media, social media and brand journalism with a demonstrated understanding of how to tailor messages to different audiences
- Adept at building and managing positive relationships and cultivating trust
- Media pitching and presentation skills
- Demonstrates risk assessment skills
- Detail orientation with an emphasis on content accuracy
- Excellent interpersonal skills including high energy level and poise to interface with and counsel the firm's top clients and senior management
- Self-starter who works well independently and when collaborating with others
- May require considerable travel throughout sales territory (valid driver's license and acceptable driving record necessary)
- Experience with direct press/media relations

EDUCATION

UNIVERSITY OF CINCINNATI

Bachelor's in Communications

SKILLS

- Excellent communications skills (verbal and written), a strong sense of quality and a creative mind set
- Positive attitude and collaborative teamwork approach
- Fluent in Korean and English
- A self-started that can multi-task and priorities
- Proven relationship with media, community and international lifestyle and F&B media contacts that have delivered demonstrable results, and the personality to maximize these contacts
- International lifestyle and F&B media contact
- Excellent communications skills (verbal and written), effective interpersonal skills and strong sense of quality and creative mindset
- Experience running social media campaigns, including photoshoots and video creation
- Experience arranging familiarization stays and visits for media/journalist