

LILIAN GRADY

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WORK EXPERIENCE

PR INTERN, TECHNOLOGY

02/2016 - PRESENT

Boston, MA

- Highly organised, skilled at multi-tasking and prioritising workload
- A team player with great interpersonal skills
- Initiative to follow up on projects and be proactive
- Basic understanding of social media tools and principles
- Basic understanding of the AirWatch business and mobile technology landscape
- Strong planning, research and writing skills
- Work independently, collaborate with teammates and fully deliver on all commitments to meet deadlines
- Communicate complex technical concepts in a clear and concise manner
- Excellent self-taught learning capabilities to master new technologies and tools

PR INTERN, XBOX GAMES

09/2013 - 09/2015

Los Angeles, CA

- Keen eye for what makes a great product story
- Impeccable research skills
- A love of the luxury fashion industry for both women and menswear
- Good knowledge of both the UK and international media and fashion bloggers
- Basic knowledge of Microsoft Word, PowerPoint, Excel and Photoshop
- Great written skills for press releases and weekly reports
- Screening daily press coverage for NET-A-PORTER.COM

PR INTERN

10/2008 - 03/2013

Detroit, MI

- Support the PR team on full range of publicity and communications activity
- Coordinate and assist with PR events – press junkets, set visits etc. including
- Interest in Broadcasting and Media with a sound understanding of brands and marketing & PR
- Understanding of film, TV and media marketing
- Awareness of events and current affairs in programming
- Good eye for detail, design and copy checking skills
- Able to work with and maintain sensitive information
- Proactive approach with a resourceful aptitude
- Excel, Powerpoint, Outlook and Word to a high standard

EDUCATION

TOWSON UNIVERSITY

2003 - 2008

Bachelor's Degree in Progress

PROFESSIONAL SKILLS

- Possess strong written and oral communication skills; fluent in English speaking, listening and writing
- An excellent communicator with first rate writing, presentation and verbal communications skills
- Strong work ethic, including ability to own projects while organizing and prioritizing tasks against deadlines
- Build media relations skills by establishing media contacts and drafting pitches for target media
- Excellent English writing and translation skill is required
- IMPORTANT SKILLS AND CHARACTERISTICS
- Interpersonal Skills: Play nice, whether it's in a team, with a team or independently