

EXPERIENCE

SENIOR PR EXECUTIVE

New York, NY

02/2016 – present

- Work closely with the Data performance team in Edinburgh for message development around competitive positioning of key funds in the media
- Relationship management of media, agencies, agents, VIPs, PRs and designers. Point of contact for all external media and talent agencies supporting the BFC
- Assistance in the creation of BFC communications strategy to pioneer British fashion on the global stage
- Work closely with European Sales teams to support sales priorities
- Develop and deliver strong pitch and story ideas to key media contacts
- Works across portfolio of campaigns to build awareness and international press coverage
- Drives best practice behaviours and works as a team to meet BFC's objectives to maintain integrity and reputation

DIGITAL PR EXECUTIVE

Boston, MA

03/2013 – 01/2016

- Supporting the Digital PR Manager across creative and outreach campaigns, participating in creative sessions to help concept and execute campaigns
- Working with the Digital PR Manager to deliver a best in class digital PR product
- Relationship management
- Event management
- Campaign management
- Extremely high standards of working
- Working with other marketing channels to ensure integration is delivered to maximise client returns

PR EXECUTIVE

Phoenix, AZ

02/2008 – 02/2013

- Work with the PR Manager to create, manage, execute and evaluate all pan-European PR activities and events for all brands
- Working closely with Senior Manager to develop VIP Relations and strategy
- Develop and nurture new and existing relationships with influencers across categories and work with Senior PR Manager and Digital Team on key targets
- Work with Marketing and Communications Manager in Scotland to develop and implement
- Assist in the effective management of the PR agencies appointed for the various Real Estate Trusts and Funds
- Execute and manage annual media press trips, celebrity visits, and local events for DLP, WDW and DCL in the UK and Ireland
- Provide PR advice and guidance to internal stakeholders and manage internal relationships and approvals

EDUCATION

UNIVERSITY OF CALIFORNIA, BERKELEY

Bachelor's Degree in Public Relations

SKILLS

- Experienced PR professional with at least three years of experience – agency background highly desirable
- Strong attention to detail and highly organised
- Ability to create a good impression and is able to act as an 'ambassador' for Confused.com
- Confidence to thrive in a complex and fast-moving environment, and the ability to work under pressure whilst still delivering high quality results
- Excellent attention to detail
- A problem-solver, tenacious, highly organised, able to juggle priorities and drive projects forward
- Good relationship-building skills
- Self starter with the ability to drive and manage his/her own workload
- Good creative skills, flair for content
- Proficiency in Microsoft Office, MS Word, Excel, PowerPoint and Photoshop