

Henry Wilson
henry.wilson66@example.com

DIRECTOR OF PR & SOCIAL MEDIA

Executive Profile

Dynamic and results-driven Senior Public Relations Executive with over 7 years of experience in impacting brand presence, performance and profitability internationally. Strategic leader with notable success in development and execution of public relations, marketing & social media campaigns. Well-connected individual with an extensive global network of editors, journalists, stylists, producers, talent agents and fashion influentials. Well-versed in multiple social media platforms with a proven track record of establishing social media presence.

Areas of Expertise

Media Relations

Marketing Collateral Development

Market Launches

Strategic Planning & Execution

Internal Communications

Acceleration of Social Media Footprint

Social Media Strategy & Execution

Budgetary Planning

Client Relationship Management

Strategic Partnerships/Alliances

Community Outreach

Crisis Management

Event Planning & Fashion Show Production

Data Analysis

Professional Experience

Director of PR & Social Media

06/2015

to

Current

Company Name

City

,

State

Lead the PR & Social Media

Strategy for the relaunch of dELiA*s, successfully repositioning the company as a leading teen brand among its competitors.

Managed critical sponsorship

opportunities for dELiA*s with Teen Vogue's Back To School Program, 5

Seconds of Summer Concert Series,

BearPaw x dELiA*s free ads on the

Geoffrey Tron Screen in Times Square.

Secured extensive Press &

Social Media coverage for dELiA*s November Catalog Cover: Teen wonderchef

and NY Times Cover Star, Flynn

McGarry.

Spearheaded and managed the PR

& Social Media Campaigns for Alloy Apparel that took critical market

share and social media footprint from

Long Tall Sally as a leader in Tall

Women's Clothing in 6 months.

Initiated the use of User

Generated Content (UGC) on each brand's website and paid ads, resulting in

a substantial increase in positive brand

sentiment, brand awareness and

brand revenue

Increased brand revenue for

both companies through social media efforts that amounted revenue 5 times bigger than

the initial investment.

Created a brand ambassador program

for both companies that included a series of high-profile bloggers,

influencers and celebrities at no cost for

each brand that served as a

continuous form of income and brand awareness

Collaborated with E-Commerce

and Marketing to support and drive key promotions organically as

well as through paid media campaigns

Provided in-depth data analysis

and social media reporting for each brand

Managed budgets and made best

use of budgetary funds

Managed an internal team of 3, an external PR agency, an external ad agency, 1 UGC

management agency.

Nurtured & cultivated strong

relationships with Fashion Directors, key Trade, Ad and Finance publications, Fashion

Stylists and Bloggers in the contemporary and teen markets.

PR Manager

02/2012

to

06/2015

Company Name

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,

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Primary Press Liaison for Foley+Corinna, Isabella Fiore, Snob Essentials, Charlotte Ronson, L.A.M.B. and NARR.

Managed a staff of 4 employees for the development and execution of global public relations, event planning, marketing and advertising programs in the US and South Korea.

Secured a continuous stream of high-profile celebrity, blogger, fashion influencer, TV, print and web placements for each brand.

Secured strategic partnerships with the CFDA, Faberge's Big Egg Hunt, Christie's, Studio in A School, Covet Fashion,

Refinery29 Shops,

Celebrity Exotics, Lucky Shops, SpringNYC at no cost for the company.

Seasonally collaborated with Seventh House PR, Factory PR, HL Group, Autumn

Communications, Paul

Wilmot Communications during event &

fashion show production, West Coast initiatives and celebrity seeding opportunities.

Initiated and lead the Brand Revival initiative for Isabella Fiore. Managed strategy around the launch of Foley+Corinna, Isabella Fiore and Snob Essentials with HSN.

Played an incremental role Brand Strategy development, Marketing activation and Brand Extension Initiative.

Responsible for all charitable initiatives.

Assisted in the production of the Charlotte Ronson and L.A.M.B. fashion shows and presentations during NYFW.

Served as the official company spokesperson.

Account Executive

07/2011

to

02/2012

Company Name

City

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Managed 8 client accounts (Jewelry, Accessories, Contemporary Clothing, Handbags, Denim)

Secured numerous high-visibility product placements by maintaining close communications with major celebrity representatives/stylists, top editors, bloggers and high-fashion tastemakers.

Brought in 21 new potential client accounts within a 2-month period

Spearheaded and organizing partnerships/collaborations with charity organizations

(Project: Camille Zarsky - Charity Water)

Introduced a dynamic collaboration initiative and celebrity endorsements for up-and-coming designers

Supervised social media activity for 3 client accounts

Spearheaded Shine Media's international service outreach in Paris

Produced a tangible increase in brand awareness and customer demand for each client.

PR & Marketing Coordinator

09/2009

to

02/2010

Company Name

City

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State

Handled all communications with press, media, stylists and celebrities.

Researched and secured 12 luxury advertising partners.

Covered shows and conducted interviews with designers during New York Fashion Week (September 2009).

Negotiated new high-profile partnership opportunities.

Public Relations Executive

01/2009

to

07/2011

Company Name

City

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Managed all client accounts (Ready-to-Wear, Accessories, Lifestyle, Hospitality, Education.

Secured the most magazine covers and celebrity placements in the history

of the agency (Beyonce, Rihanna, Taylor Swift, Vanessa Hudgens, Kelly

Clarkson, Scarlett Johansson, Paris Hilton, etc.)

Wrote, formatted and disseminated key press materials (press and news releases, fact sheets, bios, newsletters).

In charge of the agency's social media pages, website content updates and email newsletter.

Actively sought & secured new partnership and sponsorship opportunities (Swarovski,

CFDA).
Produced annual reports, new client proposals, new marketing and advertising material for the agency and its clients.
Communicated daily with major national & international publications, newspapers, stylists and bloggers regarding sample requests and media placements.
Fostered relationships and networking opportunities with colleagues, clients and media.
Organized and produced Fashion Week presentations, launch events and press previews for a variety of clients.
Managed the US press for the Inaugural Event of the Burj Khalifa Tower in Dubai.
Public Relations Associate

08/2008

to

10/2008

Company Name

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Assisted in all aspects of preparation and production of eight fashion shows during New

York Fashion Week (Mara Hoffman, Alexandre

Herchcovitch, Buckler,

Sabyasatchi, Yigal Azrouel, Araks, Jeremy Scott, House of Holland)

Preparation and execution of high-profile events and after-parties during Fashion Week

Created daily and monthly Press ClipsUpdated Press, Trade and Media Contact Lists,

Responsible sample trafficking and sample database.

Public Relations & Global Communications Assistant

11/2007

to

05/2008

Company Name

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State

Played a key role in the communications for the launch of Vera Wang's new advertising campaign in Greece.

Assisted in the production of Vera Wang's Ready-to-Wear and Lavender Label fashion

shows during NY fashion week (February 2008).

Responsible for sample trafficking to publications (sending, monitoring and receiving samples).

Created monthly credit reports.

Marketing Intern

11/2007

to

04/2007

Company Name

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Assisted during company presentations to new clients.

Edited press and marketing materials.

Communicated with high-end accounts and delivered brand assets as needed (Barneys, Selfridges, Harvey Nichols, The Mandarin Oriental).

Handled all sample requests.

Education

Master of Science

:

Marketing

9/2006

UNIVERSITY OF BATH

City

,

United Kingdom

Bachelor of Science

:

International

Economic & Political Studies

9/2005

UNIVERSITY OF MACEDONIA

City

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Greece

Minor: Political Studies and Diplomacy

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Thesis:

The Phenomenon of Brand Extension of International Luxury Brands

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Model of United Nations (MUN)

- General Assembly UN (2014)

- Supreme Court of The Hague (2013)

Languages

Greek

- Native,
English
(US Resident) - Fluent (Proficiency of Cambridge, TOEFL),
French

- Fluent (Sorbonne I),
Spanish
- Intermediate
(Basico),
Japanese
-Beginner (1 year)

Technical Skills

MAC OS, Microsoft Office, Word, Excel, PowerPoint, Outlook, Photoshop,Cision, Fashion GPS,
Social Annex.