

Joshua Steinreich

140-03 Jewel Avenue • Queens, NY • (201) 688-5647 • Jsteinreich@yahoo.com

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Queens, NY 11367

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To Whom This May Concern,

As a newly minted, yet hardworking Public Relations Representative, I read with interest your advertisement for an entry-level position. My experience as an intern aligns well with the qualifications you are seeking at your company, in my particular role as a Public Relations Account Coordinator/Intern with Steinreich Communications Group, and I am certain I would make a valuable addition to your team. Though I am still in college for the current semester, I have already finished the courses for my major in Media Studies, as well as am able to start full time immediately.

With three consecutive summer internships in public relations, I am adept in drafting and distributing press releases, pitching reporters through both email and telephone, and researching key trends in the industries where clients perform. Moreover, while my internships have afforded me a well-rounded skill set, including first-rate judgment and persuasive communications skills, I excel at:

- Drafting and pitching press releases.
- Developing media interest in a client or product.
- Developing niche media lists for a specific campaign in order to find reporters, publications and television contacts in order to best suit the campaign.
- Clipping, tracking, and presenting (to client liaisons) media placements
- Contributing towards new business pitches.

In addition to my experience and personal qualities I have a solid educational foundation and passion for public relations. I am extremely enthusiastic about your company's opening and would welcome the opportunity to join your team and contribute to your ongoing success while developing my skills as a junior public relations professional.

Please review my attached resume for additional details regarding my experience at my internships. If you would like, I can follow up to request an appointment to discuss how my experience and background meets your needs.

Thank you for your time and consideration.

Sincerely,

Joshua Steinreich

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EDUCATION

- City University of New York/Queens College
(December 2015)
- Bachelors of Arts: Major in **Media Studies**
- Vice President—Queens College Emergency Medical Services Club

PROFESSIONAL EXPERIENCE

Steinreich Communications Group—Account Coordinator/Intern

May 2014-August 2014

May 2013-August 2013

May 2012-August 2012

- Wrote press releases and email pitches to reporters and editors and followed up through telephone and email communication to get story placement
- Pitched and placed stories within niche and local news media such as the Jewish Telegraphic Agency (Wire Service), Asbury Park (NJ) Press, The Coaster (Deal, NJ), The Bergen Jewish Link (NJ), Newsday (Long Island, NY), and other local media.
- Disseminated information regarding public events being organized by clients via local message boards.
- Supported efforts of account teams working with journalists from leading news organizations and major consumer product brands
- Clients included:
 - Israel Sci-Tech Schools
 - Bryant University
 - Clark University
 - Telebrands
 - The Jewish Foundation for the Righteous
 - United Hatzalah of Israel
 - Taglit Birthright Israel
 - Inbal-Laromme Hotel, Jerusalem
- Assisted in the formation of media kits for press conferences and Events
- Assembled and merchandised media clips to clients
- Created and organized media lists for each individual client, using databases to find the most appropriate writers, editors, and programs in each niche topic to best distribute press releases and pitches to for the specific client. Primary platform was Cision.

COMMUNITY SERVICE

- Volunteer Emergency Medical Technician—Chevra Hatzolah of New York, Queens Division

SKILLS

Technical: Cision Media Source, Gorkana, Microsoft Word, Excel, PowerPoint, Adobe, and Quickbooks

Social Media: Facebook, LinkedIn, Twitter, YouTube, Instagram