



NICOLE ARGEROS

🏠 0049 Bobcat Lane, Redstone CO 81623
✉️ nargeros@gmail.com
📞 970.274.4475



Education

Tulane University

Bachelor of Arts in Communication, Minor in English

Aspen High School

Graduate

New Orleans, LA

2014

Aspen, CO

2010

Professional Summary

Public relations and communications specialist adept at media relations, special events coordination, issues management and community relations.



Work History

Publicity Intern

J Public Relations

June 2014- October 2014

New York City, NY

J Public Relations is one of the top hospitality, luxury lifestyle and social media firms in the country, with a client roster that includes many of the "who's who" in hotels, restaurants, nightclubs, spas and luxury lifestyle goods worldwide. A bi-coastal force with robust offices in New York and California, along with a strong presence in Arizona, JPR offers an integrated approach to cultivating fresh, creative and thoughtful media campaigns. The energetic team has an unparalleled passion for achieving press with a purpose – directly impacting your bottom line.

- Worked on clients including: Grace Hotels, The Goring, Grand Hyatt Baha Mar, Triomphe, Hotels, Iroquois, and Tessemae's.
- Created robust media lists via Cision
- Created press releases and targeted pitches for the client portfolio
- Learned how to navigate Cision extremely well, including creating quality media lists
- Worked under a mentorship of an experienced Publicist
- Brainstormed on compelling pitches, story angles and event concepts

Director of Public Relations

Crescent City Connections

Jan 2014- May 2014

New Orleans, LA

Crescent City Connections (c3nola) is New Orleans' one and only volunteer management organization. They are a local nonprofit organization that customizes volunteer experiences for any group. They give you a one-of-a-kind experience while providing local community and cultural organizations greater support and access to resources.

- All organization marketing, communications and public relations activities and materials including publications, media relations, and partnerships.
- Responsible for creating, implementing and measuring the success of all communications and public relations activities and make sure that they will enhance the company's image and position within the marketplace and the general public.
- Ensured articulation of company's desired image and position, assured consistent communication of image and position throughout the Organization, and assured communication of image and position to all constituencies, both internal and external.
- Acted as the company's representative with the media.
- Ensured that the company regularly conducts relevant market research and coordinates and oversees this activity. This will also include monitoring trends.
- Lead projects as assigned, such as cause-related communications and public relations special events.

Sales and Editorial Intern

Where Y'at Magazine

May 2013- Sep 2013

New Orleans, LA

- Created and maintained company web pages using HTML and CSS.
- Created and implemented external and internal communications strategies key for company initiatives; such as launching a mobile app for the magazine.
- Conveyed noteworthy information about project successes and product updates to customers.
- Drafted and managed print, online and social media communications designed to promote company brand, image and values.
- Established and maintained external communications calendar, and managed scheduled assignments.
- Drafted engaging, accurate and effective press releases.
- Oversaw and adhered to the communications department's budget.

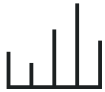
Sales Intern

2012 Aspen Sojourner Magazine

May 2012- Sep

Aspen, CO

- Served as primary point of contact for media calls, including requests for meetings and interviews with company executives and experts.
- Planned and launched innovative, creative and effective communications campaigns, such as the Food and Wine Festival, which appeared in one of our issues.
- Coordinated media buying and planning, sales promotions, and direct mail campaigns.
- Conveyed noteworthy information about project successes and product update to customers.
- Drafted post-event evaluations and compiled results that recommended changes for future events.
- Coordinated news releases, media responses, press packets and placement of stories in our publications.
- Conducted market analysis and monitored competitive activity.
- Leveraged technical resources to design and create campaign deliverables, including e-mail invitations, articles and marketing photos.
- Represented the organization to customers, the public, and other external sources.
- Raised brand awareness through consistent marketing efforts and product campaign launches.



Skills

- Superior verbal and written communication skills
- Brand development and management
- Media relations
- Event Planning
- Community outreach
- Talented public speaker
- Advanced layout and design skills
- Excellent interpersonal skills
- Mac and PC proficient
- MS Office Certified
- Analytical and rhetorical thinker
- AP, MLA Manuals of Style
- PowerPoint Presentations
- Adobe Photoshop
- Advanced editing and proofreading



Distinctions and Honors

- **Alpha Phi Omega Service Fraternity Member**
Leadership, Service, and Honors Fraternity
2011- *Present*
- **International Baccalaureate Certification**
Received in High School for taking IB level classes
2010
- **National Honor Society Member**
Student Leadership in Service
2008-2010

Nicole M. Argeros
0049 Bobcat Lane
Redstone, CO 81623
nargeros@gmail.com
970-274-4475

To Whom It May Concern:

My name is Nicole Argeros, and I am a public relations and communications specialist adept at media relations, special events coordination, issues management and community relations. I graduated from Tulane University in 2014 with a major in Communication and a minor in English. In the past few years, I've had some wonderful internship opportunities where I have learned how to implement what I have learned from school in a professional work environment. I believe that my intern experiences will help serve as an easy transition from a student perspective, to a professional work environment.

One of the most memorable and important internships I had was at J Public Relations. In working with a team of experienced and professional publicists, I was able to learn crucial public relations and communication skills. In this position, I was dealing with clients and the public first hand, so it was essential that I pay very close attention, and make sure I was always prepared. This internship with J Public Relations offered a hands-on experience in all facets of public relations. During this extensive mentorship program, I was able to attend brainstorming sessions with team members, assist at client events, develop press kits and spend a lot of time writing creatively.

I plan on furthering my career in the field of Public Relations. In working at four different companies as an intern, I've learned how to effectively execute and plan projects and events, as well as to help create a successful image for a business. Dealing with clients and resolving issues was always a part of my daily work, as well as organizing all data for clientele. I believe that the skills and experience I took from these previous internships allow me to move forward into a company and serve as a beneficial contribution.

I'm appreciative for any opportunities offered. I am extremely devoted to my work and all projects that I'm given. I look forward to hearing back from you, and feel free to contact me through any of my contact information. I have also included the link to my LinkedIn account, where you will find all of my previous work history, a recommendation from the Publisher at the Aspen Sojourner, and clarifications of all my skills:
www.linkedin.com/pub/nicole-argeros/61/aba/379/

Respectfully yours,

Nicole M. Argeros