

# STEPHANIE HVALA

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## OBJECTIVE

Currently seeking an entry level, full-time position in Communications.

## PROFESSIONAL EXPERIENCE

**mARKETING COORDINATOR/PUBLIC RELATIONS INTERN** October 2013 - May 2014

**Erno Laszlo**

New York, NY

- ◆ Assisted in the development of innovative skin care from concept inception to executing pre-launch preparation.
- ◆ Managed front desk duties such as answering phone calls, scheduling meetings, assisting in outgoing and incoming shipments, and meeting and greeting customers and clients.
- ◆ Worked with the Marketing Team to execute social media strategies and create engaging content on all active handles.
- ◆ Acted as a liaison with the outside Public Relations Agency, Allison Brod Public Relations, for press events, gifting and other public relations inquiries.
- ◆ Assisted with event planning for key brand events at The Institute (flagship location), including a large corporate training session with over 100 attendees, along with multiple media parties.

**PUBLIC RELATIONS INTERN**  
**Danika Daly Public Relations**

May 2012 - February 2013  
New York, NY

- ◆ Assisted in the creation and distribution of press materials such as press releases and pitches.
- ◆ Managed social media for various clients on multiple platforms.
- ◆ Coordinated events such as fashion shows and photo/video shoots during Mercedes Benz New York Fashion Week
- ◆ Light administrative duties such as answering phones, filing and shipping.

**GENERAL INTERN**  
**Insurance Service Offices - Verisk Analytics**

April 2011 - August 2011  
Jersey City, NJ

- ◆ Administrative duties such as light clerical work, creating spreadsheets in Microsoft Excel, telephone inventory and assisting in setting up new employees.
- ◆ Assisted in event planning of annual company blood drive

**Hostess**  
**La Villa Italian Restaurant**

May 2010 - August 2010  
Brooklyn, NY

**retail assistant**  
**Sport Prospect Sporting Goods**

January 2009 - August 2009  
Brooklyn, NY

## **SKILLS**

- ◆ Strong communication skills both written and oral
- ◆ Microsoft Word, Excel, PowerPoint, Adobe InDesign, Adobe Photoshop
- ◆ Social Media outlets: Twitter, Instagram, Facebook, Tumblr, Pinterest, YouTube, and Google+
- ◆ Extremely organized and punctual

## **EDUCATION**

**THE UNIVERSITY OF SCRANTON, SCRANTON, PA**  
**BROOKLYN, NY**  
**August 2009 - May 2013**  
**B.A. Major in Communication, May 2013**  
**Concentration in Public Relations**

**ST. SAVIOUR HIGH SCHOOL,**  
**August 2005 - May 2009**  
**New York Regents Diploma**

**Cumulative GPA 3.26**

### **relevant coursework**

Public Speaking	Public Relations Cases	Graphics and
Design		
Contemporary Public Relations	Research Methods in Communication	PR Agency
Intro to Advertising	Logical and Rhetorical Analysis	Rhetoric and Social
Media		
Writing for Public Relations	Interpersonal Communication	Students
in Free Enterprise		

***\*References are available upon request.***