

Ashley Altman

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SUMMARY

An experienced professional seeking a Public Relations position as an Assistant or Coordinator who has excellent organizational, communication, and client relationship skills.

SKILLS/QUALIFICATIONS:

- Experience writing compelling pitches and executing events which led to positive results.
- Knowledge about fashion, food, and event planning industries as well as print and online media outlets.
- Strong communication, social and writing skills; excellent phone and email etiquette.
- Detail oriented with the ability to handle multiple tasks simultaneously.
- Proficient in Microsoft Word, Excel, Outlook, and CisionPoint; social media savvy

PROFESSIONAL EXPERIENCE:

Administrative Assistant - G-III Apparel Group

Sept. 2014 - Dec. 2015

- Used effective time management strategies needed to successfully complete delegated tasks from executives on a daily basis.
- Created personal methods for keeping track of information in Excel that were efficient.
- Analyzed sales statistics in order to successfully and accurately create weekly selling reports.
- Reduced the amount of time needed to complete expense reports by monitoring and tracking receipts on a daily basis and assigning costs to appropriate divisions.
- Successfully kept track of meetings and appointments by assisting in scheduling through paying close attention to detail and entering accurate information in calendars.
- Filled in for the receptionist as needed; greeted guests, screened phone calls, distributed and monitored petty cash, kept invoices organized and handled incoming packages.

Public Relations Intern/Assistant - Evyn Block Communications

Dec. 2012-Aug. 2014

- Developed unique ideas that were pitched to online and print outlets resulting in secured press placements for clients.
- Built targeted media lists through knowledge and research of outlets and industries that were used for extensive media outreach.
- Increased the chances of receiving press placements by coordinating meetings, sending out samples, and maintaining positive relationships with contacts at media outlets.
- Successfully planned, organized and executed a blogger event which resulted in several placements and an increased awareness of the client.
- Reduced the amount of time needed to complete weekly reports by adding detailed information to them each day as new steps or progress occurred.
- Tracked press placements, created press clips and organized them in binders for all clients.
- Effectively trained new interns by creating an intern manual and by distributing/monitoring their work on a weekly basis.

Social Media/Marketing Intern - Webster Hall

Feb. 2013-May 2013

- Contributed to social media platforms by crafting creative and original posts.
- Wrote artist biographies for the website and conducted industry research.
- Assisted production and artist management during events throughout the venue as needed.
- Heavily contributed to the venue's Instagram account; took initiative by ensuring it was updated.

EDUCATION: B.A. in Communication (Concentration: Organizational); SUNY New Paltz, 2012