

Lindsey S. Felcher

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Current: 5 Beals Street Apt. #3 Brookline, MA 02446

Permanent: 3 Meadow Lane North Caldwell, NJ 07006

EDUCATION

Boston University College of Communication; Boston, MA

May 2014

Bachelor of Science in Communication - Concentration in Public Relations

RELEVANT EXPERIENCE

Paramount Pictures; Los Angeles, CA

September 2013 –December 2013

Field Marketing and Promotions Intern

- Organized own promotional events for the college demographic by implementing marketing directives and developing contacts with various retail outlets and college organizations
- Communicated with college print, TV, and radio outlets to promote upcoming films including Jackass Presents: Bad Grandpa, Nebraska and Anchorman 2: The Legend Continues
- Assisted with day to day administrative activities
- Submitted and prepared weekly status reports and final reports for executed events and promotions
- Aided at Jackass Presents: Bad Grandpa Premiere, Nebraska Press Junket and Press Day, Anchorman 2: The Legend Continues Press Junket and Premiere, and The Wolf of Wall Street Press Junket

SMAC Entertainment; Los Angeles, CA

September 2013 –December 2013

Management Intern

- Assisted in day to day administrative tasks
- Attended brainstorm meetings regarding the branding and management of clients and contributed ideas involving social media promotion and marketing
- Increased online awareness by creating, populating and maintaining digital profiles across various social platforms
- Listened to demo music for A&R review and to identify quality submissions

Paramount Pictures; New York, NY

May- August 2012, 2013

Field Marketing and Promotions Intern

- Secured and hosted promotional events geared towards the college demographic through the implementation of marketing directives with the purpose of generating awareness and spreading WOM about upcoming film releases, which included Madagascar 3: Europe's Most Wanted, Katy Perry: Part of Me and World War Z
- Submitted and prepared weekly status reports and final reports for executed events and promotions
- Aided at advanced promotional screenings, Madagascar 3: Europe's Most Wanted Press Day and Premiere, and World War Z premiere
- Assisted at Madagascar 3: Europe's Most Wanted wig promotion at The Today Show
- Helped with preliminary brainstorm related tasks for Anchorman 2: The Legend Continues

Allied- THA; Cambridge, MA

January 2013- April 2013

Paramount Pictures Studio Intern

- Organized and created own events and used promotional materials to promote and market the studio's new film releases to the college demographic
- Utilized grassroots and WOM marketing techniques to execute directives sent from the studio
- Worked mainstream events such as advanced film screenings for Hansel & Gretel: Witch Hunters, G.I. Joe: Retaliation and Pain and Gain

Allied-THA; Cambridge, MA

September 2012 – December 2012

Publicity and Promotions Intern

- Conducted market research via phone calls and internet to find upcoming events and/or organizations for possible promotional uses
- Developed contacts with local businesses, retailers, college outlets and other promotional partners to generate awareness for upcoming film releases
- Promoted and worked advanced promotional screenings for various upcoming films

ACTIVITIES

Delta Delta Delta; Boston, MA

September 2011 - Present

Member

- Planned January 2013 Recruitment Night Three with team of 2, Sincerely Yours Donation Team, Promoted Delta Delta Delta Philanthropy event at student union
- Raised money and awareness for St. Jude Children's Research Hospital through DHOP (a breakfast fundraiser), St. Jude Give Thanks Walk , and Sincerely Yours (a letter writing campaign)

SKILLS

Computer: Microsoft Word, Microsoft Excel, PowerPoint, and Microsoft Outlook

Social Media: Facebook, Instagram, Twitter, Pinterest, Google+, LinkedIn