**Ashley Altman**

659 Bushwick Ave, Brooklyn, NY (845) 548-5856 [ashleyaltman1@gmail.com](mailto:ashleyaltman1@gmail.com)

**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