

CHERIDAN AUSTIN



SKILLS

Event Planning & Logistics,
HTML5, CSS, Web Design,
Concep Campaigner, Constant
Contact, Interaction, Adobe,
Contactnet. Ruby, Joomla,
Wordpress, Branding,
Communications, Fundraising,
Copywriting, Creativity,
Organization & Efficiency



EDUCATION

General Assembly
Web Design Circuit

Fordham University,
Graduate School of Arts &
Sciences
M.A., Elections and Campaign
Management, May 2013

Pace University,
Pforzheimer Honors College
B.A., History, Minors: Middle
Eastern Studies, Business,
Political Science, May 2010



VOLUNTEER SERVICE

Girls Inc. of NYC
Event Committee Co-Chair
November 2014 – Present

Junior Board Member,
April 2014 – Present

2014 College Shower Steering
Committee

Young People For
Mentor,
Fellowship Class of 2013

EXPERIENCE

BUSINESS DEVELOPMENT COORDINATOR || MILBANK, TWEED, HADLEY & MCCLOY, LLP

June 2014 - Present

- Manage updates of Milbank.com on the Ruby platform
- Coordinate the regular update of marketing content, including attorney biographies, press releases, and capability pieces.
- Collect and maintain representative deal lists for use in marketing materials.
- Draft responses to RFPs, customized pitches and business development presentations for partners.
- Collect and compile information for legal ranking submissions and industry award solicitations.
- Assist in the production, editing and mailing of newsletters, press releases and other client communications using Concep.
- Coordinate events, client seminars and sponsorships, including: budget tracking, drafting/ mailing invitations, internal/external advertising, production of seminar materials and handouts, measuring ROI and ensuring participant follow up.
- Work with firm public relations team on important news items.

DEVELOPMENT, COMMUNICATION & MARKETING ASSOCIATE || CENTER FOR CHILDREN'S INITIATIVES

July 2013 - June 2014

- Supported Director of Development in fundraising and grant writing.
- Planned and promoted the annual fundraising event by creating the event website, managing ticket sales, and arranged seating.
- Managed and administered website updates on Joomla platform.
- Managed email marketing campaigns and annual appeal through Constant Contact
- Collaborated with Policy Director to create messaging related to advocacy updates.
- Developed marketing materials: print brochures, e-newsletter, quarterly Training Calendar, policy briefs and additional materials as needed.
- Created content and managed social media accounts.
- Monitored the media for policy updates.

INTERN || DEPARTMENT OF PUBLIC INFORMATION, UNITED NATIONS

March 2013 - July 2013

- Assisted with planning of programs of events and student conferences.
- Provided logistical support for the organization of public and private events.
- Drafted press materials such as releases, advisories and talent bios.
- Wrote pitches as part of outreach for events to journalists and monitoring media outlets.
- Wrote the run of show for speakers at "Forever Free: Celebrating Emancipation" Concert.
- Organized, briefed and coordinated volunteers for events.
- Coordinated with special guests and VIPs.
- Participated in Steering Committee meetings with Ambassadors, taking notes and providing minutes.

SENIOR PROJECT ASSOCIATE || MCVEIGH ASSOCIATES

November 2010 - February 2013

- Coordinated housing, travel requests, and registration of participants for 8-10 meetings annually.
- Sourced and booked meeting space, negotiated F&B packages and menus to follow budget and compliance guidelines.
- Created websites on the starcite platform for each meeting to provide logistical content and registration forms to attendees.
- Drafted and edited print work such as bulletins, reminders, menu cards, and travel notices.
- Maintained housing and registration database and reports.
- Monitored event activities in order to ensure compliance with applicable pharmaceutical regulations.
- Traveled on site internationally and domestically as needed to ensure successful execution of events.