

ABOUT

I am an organized and driven **strategic communications and public relations practitioner** and have worked on research studies and public awareness campaigns for clients in public health. I am passionate about doing work that serves the public through communications and collaboration.

EXPERIENCE

KATZ & ASSOCIATES

Los Angeles, CA

Katz & Associates is a strategic communications and consulting firm working with municipalities and local and state agencies to advance projects in the public health, water, transportation and energy sectors.

Account Executive | 2019 - Present

- Counseled clients on crisis communications, engagement and digital media strategy, providing solutions to real-time obstacles.
- Supervised and delegated the execution of communications plans and deliverables to meet project goals.
- Instituted and led the firm's first water contaminant committee to synthesize current contaminant research, enabling the Water Practice to be well-versed and prepared for strategy or business development conversations.
- Conceptualized, presented and implemented creative digital media pitches to clients and internal staff, ensuring the firm pivoted seamlessly to digital communications during the coronavirus pandemic.

OFFICE OF COUNCILMEMBER MARQUEECE HARRIS-DAWSON

Los Angeles, CA

Councilmember Marqueece Harris-Dawson is the councilmember for Los Angeles' Council District 8.

Communications Intern | 2017

- Developed press materials and other digital content covering key media events.
- Researched and presented findings on councilmember's earned media to inform pitch strategy.

CAMPAIGN FOR TOBACCO FREE KIDS

Washington, D.C

The Campaign for Tobacco Free Kids is an international organization working to protect children from the health dangers of tobacco through strategic communications and policy advocacy campaigns.

Communications Fellow | 2016

- Developed press releases and other digital content covering key media events.
- Created media toolkits for a national group of stakeholders and increased issue's media coverage by 10%.

EDUCATION

PRINCETON UNIVERSITY

Princeton, NJ

Bachelor of Arts, Politics