

# Dalisbeth A. Galvez

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**Key Qualifications:** Well-rounded professional with three years of PR agency experience and strengths in media relations, branding and writing

## Education

The City College of New York '17

*M.P.S. Branding + Integrated Communications*

Lehigh University '14

*B. A. Journalism, Minor: Business*

## Professional Experience

M Booth – New York, NY

*Public Relations Intern*

March 2017 – Present

- Draft pitches, craft media lists and conduct outreach and follow-up for various consumer brands.
- Monitor for client, competitor and industry news, and draft client-facing news briefs with minimal to no edits.
- Assist with event sourcing, preparation and on-site support such as welcoming guests and logging attendance.

Quinn PR – New York, NY

*Public Relations Intern*

Summer 2016

- Pitched and secured coverage for luxury real estate clients Engel & Völkers, The Brodsky Organization and Anbau in Forbes, Architectural Digest, DuJour, ELLE Décor and Mansion Global, among other publications
- Drafted press materials, developed and maintained media lists and conducted research for PR initiatives that positioned clients as real estate experts
- Conducted in-depth client research and participated in new business brainstorming

Team Epiphany – New York, NY

*Public Relations Intern*

February 2016 – May 2016

- Led research and outreach for speaking opportunities on behalf of agency executives
- Built and maintained media lists, drafted pitches for relevant media opportunities and conducted outreach
- Assisted with event preparations and operations for sports and entertainment brands FIGHTBALL and HBO

FleishmanHillard – New York, NY

*Brand Marketing Intern*

May 2014 – January 2015

- Drafted press releases, pitches and media alerts, and crafted media lists for national and local market outreach for consumer and lifestyle brands including Barnes & Noble, Boar's Head and Carnival Cruise Line
- Secured broadcast, print and online coverage in outlets including Examiner.com, TODAY, Good Day Colorado, SheKnows.com and Good Morning America
- Conducted in-depth client and new business research and participated in new business brainstorming

Baker Institute for Entrepreneurship, Creativity and Innovation – Bethlehem, PA

*Marketing Assistant*

September 2013 – May 2014

- Gathered, organized and analyzed social media engagement data and wrote reports evaluating social media strategy, providing ideas and suggestions for continual best practices
- Assisted with event promotion and photography
- Wrote new articles and features to promote student and alumni entrepreneurial accomplishments

**Skills** | PR Tools: Cision, Factiva, PRWeb • Web Development: HTML, CSS • Bilingual: English, Spanish

**Awards** | The LAGRANT Foundation 2016 Scholarship Recipient

**Affiliations** | PRSA, Lambda Theta Alpha Latin Sorority, Inc., Fieldston Enrichment Program Alumna/Volunteer