

Key Qualifications: Well-rounded professional with five years of PR agency experience, strengths in campaign ideation and strategy, influencer marketing and the passion to make change matter

Education

The City College of New York '17

M.P.S. [Branding + Integrated Communications](#)

Lehigh University '14

B. A. Journalism, Minor: Business

Professional Experience

360 Public Relations – New York, NY

Assistant Account Executive

January 2019 – Present

Account Coordinator

January 2018 – January 2019

- Cultivate and maintain relationships with media, influencers and bloggers, securing coverage in Food & Wine, Food Network Magazine, Cosmopolitan, Hollywood Life and Marie Claire, among others
- Manage influencer and ambassador programs to promote brand initiatives for multiple clients
- Develop insights and contribute creative and strategic ideas for multi-faceted, integrated campaigns
- Assist with event planning, preparation and on-site management for media desksides and product launches
- Manage project trackers, prep client call materials, share next steps and updates with clients

M Booth – New York, NY

Public Relations Consumer Intern

March 2017 – December 2017

- Conduct media outreach, assist with influencer programs and draft client-facing emails
- Monitor client, competitor and industry news, providing strategic insights and creative pitch opportunities
- Assist with event sourcing, prep 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 in Forbes, Architectural Digest, DuJour, ELLE Décor and Mansion Global, among other top-tier publications
- Drafted press materials, developed and maintained media lists and conducted research for PR initiatives that positioned clients as real estate experts

Team Epiphany – New York, NY

Public Relations Intern

February 2016 – May 2016

- Led research and outreach for speaking opportunities on behalf of agency executives
- Assisted with event preparations and operations for sports and entertainment brands

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
- Secured broadcast, print and online coverage in outlets including Examiner.com, TODAY, Good Day Colorado, SheKnows.com and Good Morning America

Crowdcentric – New York, NY

[Social Media Week](#) Intern

June 2011 – August 2012

- Analyzed and evaluated Social Media Week's pre-conference social media and web traffic engagement data for city and partner sites using Google Analytics and spreadsheets
- Contributed ideas and feedback during weekly team brainstorming sessions to develop better conferences

Skills | PR Tools: Cision, Muck Rack, PRNewswire, Julius • Bilingual: English, Spanish • HTML/CSS

Awards | [The LAGRANT Foundation](#) 2016 Scholarship Recipient

Affiliations | [PRSA](#), Lambda Theta Alpha Latin Sorority, Inc., Fieldston Enrichment Program Alumna/Volunteer