

**Key Qualifications:** Over eight years of PR agency experience, strengths in campaign ideation and strategy and the passion to make the 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**

HUNTER – New York, NY

Senior Account Executive

June 2021 – Present

Account Executive

September 2019 – June 2021

- Work closely with senior leadership to develop impactful PR plans that creatively address client objectives and align with brand strategy
- Supervise and, at times, support with execution of timely earned media strategies and various paid tactics, often collaborating with internal specialty teams and third-party vendors
- Manage and mentor junior staff with track record of helping them grow into new roles

360 Public Relations – New York, NY

Assistant Account Executive

January 2019 – September 2019

Account Coordinator

January 2018 – January 2019

- Cultivate and maintain relationships with media and influencers, 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

M Booth – New York, NY

Consumer Public Relations Coordinator

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

Team Epiphany – New York, NY

Public Relations Coordinator

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 Coordinator

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](#) Assistant

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 brainstorms to develop better conferences

**Skills** | PR Tools: Cision, Muck Rack, PRNewswire, CreatorIQ • 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