

# Dalisbeth A. Galvez

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**Key Qualifications:** Well-rounded Branding and Integrated Communications graduate student with 2 years of PR agency experience and strengths in media relations, branding, event planning, and writing

## Education

The City College of New York '17  
*M.P.S. Branding + Integrated Communications*

Lehigh University '14  
*B. A. Journalism, Minor: Business*  
GPA: 3.58/4.0; 3.62 in major

## Relevant Coursework

Research, Strategy, Idea Development, Brand Experience, PR Branding Intangibles, Internal Management

Public Relations, Communications for Creative Industries, Writing for the Media, Public Speaking, Copy Editing

## Professional Experience

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

*\*Promoted to GDP (Graduate Development Professional) in November of 2014*

- 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 and coordinated broadcast, print and online coverage in outlets including Examiner.com, TODAY, Good Day Colorado, SheKnows.com and Good Morning America
- Monitored and tracked client and competitor news, wrote client-facing recaps of all secured and top-tier organic coverage, and vetted various media opportunities
- Conducted in-depth client and new business research, and participated in new business brainstorm

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

ArtsQuest - Bethlehem, PA

*Public Relations Intern*

September 2013 – December 2013

- Wrote news releases for festivals, competitions, film screenings and musical talent
- Conducted interviews and wrote articles for the ArtsQuest *InQ* magazine
- Assisted in strategic planning for events of more than 800 attendees

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 of 42,000+ unique visitors, using Google Analytics and spreadsheets, for city and partner sites
- Managed social media accounts through HootSuite and researched platforms that expand brand reach
- Contributed ideas and feedback during weekly team brainstorm to develop better conferences

**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