

Dalibeth A. Galvez

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Key Qualifications: Well-rounded NYC communications student with 1 year of PR agency consumer brand 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 Campaigns, 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 – Present

- Lead research and outreach on speaking opportunities for agency executives
- Vet potential media opportunities and draft pitches
- Update and maintain media lists, and monitor for current industry news, trends and technology
- Assist with event preparations and operations

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 a variety of consumer brands
- Worked with producers and editors to secure and coordinate broadcast, print and online coverage in outlets such as 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
- Participated in weekly team brainstorm contributing ideas and feedback to develop better conferences

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

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