

# Dalisbeth A. Galvez

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## Education

Lehigh University '14

*B. A. Journalism, Minor: Business*

GPA: 3.52/4.0; 3.62 in major

## Relevant Coursework

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

## Professional Experience

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 to utilize for national and local market outreach for a variety of brands including Boar's Head Brand, Barnes & Noble and Carnival Cruise Line
- Worked directly 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 product launch and new business brainstorm
- Presented account updates and accomplishments to the larger brand marketing practice

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

*Marketing Assistant*

September 2013 – May 2014

- Gathered, organized and analyzed social media engagement data of online social networks and wrote reports evaluating social media strategy, providing ideas and suggestions for continual best practices
- Assisted with event promotion and photography, and wrote features to promote student accomplishments

ArtsQuest - Bethlehem, PA

*Public Relations Intern*

September 2013 – December 2013

- Wrote news releases for events such as festivals, competitions, film screenings and musical talent
- Conducted interviews and wrote articles for the ArtsQuest *InQ* magazine
- Assisted in strategic planning for events and festivals 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 Facebook and Twitter accounts through HootSuite and researched social media platforms that expand brand visibility and reach
- Participated in weekly team brainstorm contributing ideas and feedback

## Related Experience

Latino Student Alliance - Lehigh University, Bethlehem, PA

*Director of Public Relations and Marketing*

August 2010 – April 2012

- Coordinated and publicized 20 campus-wide events each year, solidifying presence on campus and doubling the number of active members
- Developed and executed cultural campaigns and special entertainment and professional events, increasing the number of loyal and engaged campus followers from 40 to 250 over a period of 8 months
- Formed and maintained relationships with campus organizations, faculty and administration, leading to sponsorships and collaborations of campus initiatives, programs and events

**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