

Dalisbeth A. Galvez

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Key Qualifications: Well-rounded Branding and Integrated Communications graduate student with two 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

Professional Experience

Quinn PR – New York, NY

Assistant Account Executive

June 2016 – October 2016

- Pitched and secured coverage for international and NYC-based luxury real estate clients in Forbes, Architectural Digest, DuJour, ELLE Décor and Mansion Global, among other publications
- Drafted agendas, meeting notes and press materials, developed and maintained media lists and conducted research for PR initiatives
- Maintained healthy relationships with clients as the day-to-day contact and monitored for relevant coverage

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

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