

# Dalisbeth 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

Thunder11 – New York, NY  
*Public Relations Intern*

September 2015 – December 2015

- Manage event planning logistics for clients and provide on-site support
- Maintain daily interactions with clients
- Develop and maintain media lists, conduct media outreach and follow-up, and monitor for media coverage in areas relevant to clients
- Write, edit, and proofread media materials, and provide Spanish translation when needed
- Provide administrative support (e.g. handling phone calls, writing activity reports, etc.)

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 brainstorming

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, and wrote features to promote student 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 brainstorming 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