

JULIET DI FRENZA

MEDIA RELATIONS SPECIALIST

SKILLS

Drafting Pitches/Press Releases
Media Relations/Outreach
Cultural Awareness
Client Relations
Networking
Storytelling
Negotiation
Fundraising
Public Speaking
Team Development
Delegation and Empowerment

PROGRAMS

Cision
Gorkana
MailChimp
Word Suite
PR Newswire

QUALITIES

Enthusiasm
Persuasion
Integrity
Honesty
Empathy
Flexibility
Creativity
Leadership
Persistence

jdifrenza@gmail.com



917-620-3744



ABOUT ME / HIGHLIGHTS

Enthusiastic specialist offering media relations through traditional print and digital media outlets, and social media channels. Additional experience with fundraising and development complement communications offerings.

- Generated a strategy for the international law firm, Morrison Foerster's Financial Services Practice, resulting in coverage that was selected as one of the most successful strategies for the U.S. office in Q2.
- Arranged, prepared, and attended the first Private Equity International podcast connecting the outlet with lawyers in multiple cities.
- Assisted with the PR for former Fox News anchor Gretchen Carlson in the lawsuit against former Fox CEO Roger Ailes, which required tact and sensitivity.
- Built, trained and directed a nonprofit canvass office that went on to break five years of fundraising records.

EXPERIENCE

MEDIA RELATIONS SPECIALIST | FROM APRIL 2018 - PRESENT

- Working to fulfill media relations needs for PR agencies and small companies. Amongst offerings: media relations strategy, pitch writing/press releases, public relations support, outreach and more.
- Also, fundraising part-time for a nonprofit's capital campaign.

LAK PUBLIC RELATIONS | FROM DEC 2017 - MAR 2018

Account Manager

- Managed media relations for international law firms in a midtown agency.
- Drafted press releases and pitch notes; compiled Cision media lists; researched and generated story ideas; placed client commentaries; scheduled and prepared lawyers for podcast interviews; pulled together daily press coverage reports.
- Cultivated new press relationships while maintaining existing connections.
- Worked closely with outlets including Dow Jones Newswire, The Wall Street Journal, Law360, Forbes, Private Equity International, Legaltech News, and Kiplinger's.

FIREBRAND GROUP | FROM MAY 2017 - OCT 2017

Media Relations Specialist (Independent Contractor)

- Conducted press outreach for digital marketing conference, welcomed press at the event and secured coverage in Forbes and industry website, Augmented Reality Daily. Assisted with day-of tasks during the event including moments of crisis.
- Handled PR for a Chinese company's augmented reality app launch; worked with an international clientele in a timely manner.

JULIET DI FRENZA

MEDIA RELATIONS SPECIALIST

EDUCATION

Stony Brook University

- B.A. in Cultural Anthropology
- B.A. in Women's Studies

CAUSES

- Environment
- Social Justice

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EXPERIENCE

RIPP MEDIA/PUBLIC RELATIONS | FROM APRIL 2015 - MAY 2017

Account Manager

- Managed media relations for international law firms and BigPharma at a boutique PR agency in midtown.
- Handled multiple accounts simultaneously; compiled media lists; generated pitches following the news cycle. Assisted with crisis management.
- Proactively arranged an opportunity for an attorney, securing coverage that was featured on the front page of the Wall Street Journal's Risk & Compliance Report.
- Developed and maintained industry press relationships; arranged interviews that led to coverage in Reuters, Forbes, The Washington Post, Law360, Politico, CNN, and others.
- Drafted media briefs, meeting agendas, and monthly activity reports.

TOURNEAU | FROM FEB 2012 - MAR 2015

Luxury Sales Professional

- High-end watch sales to a domestic and international clientele in a fast-paced national watch store, with price points up to \$40K; met store goals and led product workshops.
- Maintained client relationships and provided customer service that was highlighted in a positive Yelp review.

LINCOLN CENTER FOR THE PERFORMING ARTS | FROM MAR 2011 - JAN 2012

Sales Agent

- Handled subscription sales for an established New York arts institution.

CARNEGIE HALL | FROM MAR 2010 - MAR 2011

Fundraiser

- Fundraised for music education programs and assisted with training.

NEW YORK PUBLIC INTEREST RESEARCH GROUP | FROM MAY 2003 - AUG 2006

Fundraising Director & Campus Organizer

- Built and directed an environmental campaign office that broke the fundraising records of the previous five years; fundraised; handled large-scale job inquiries; trained and mentored canvassers; drafted material for daily staff briefings.
- Organized local press conferences and events securing the attendance of community legislators and local media; facilitated student advocacy and activism; organized lobby trips to Albany; built coalitions with campus organizations.
- Began as a fundraiser in the five boroughs for this New York state consumer and environmental advocacy nonprofit and actively fundraised throughout tenure.