

## EXPERIENCE

### **Sprinklr: New York, NY**

*Enablement Account Executive*

Sept 2014 -

Present

- Launch and manage advocacy networks ranging from 250-5,000 influencers for companies like Verizon, Vogue and FileMaker on the Sprinklr platform
- Fully own and manage the Vogue Influencer Network, a program with 1,300+ members, 100+ launched campaigns and 35+ million earned impressions.
- Create and execute timelines, project plans and product briefs to set and maintain client expectations
- Collect and organize project assets while coordinating tasks across teams using Asana
- Build reporting dashboards and wrap reports after leading discovery calls to assess clients' KPI's

### **Branderati (acquired by Sprinklr): New York, NY**

*Influencer Marketing Project Coordinator*

Mar 2014 -

Sept 2014

- Worked with brands to build their own exclusive networks for their most socially influential fans
- Strategized and executed 100+ client campaigns built on the Branderati platform
- Coordinated efforts for projects pertaining to both clients and the business development team
- Maintained the calendar and organized outreach for new clients with Salesforce
- Drafted pitch decks, wireframes for mock networks, reports and proposals

### **The Richards Group: Dallas, TX**

*Public Relations Intern*

Sept 2013 -

Feb 2014

- Drafted press releases, decks, social media calendars and status reports for clients including Advance Auto Parts, FRAM, Sub-Zero & Wolf, Unequal Technologies and the Dallas Marathon
- Tracked and reported print, broadcast and online media coverage with Critical Mention
- Participated in team brainstorming, conducted research, assembled press kits and built targeted media lists using Cision to pitch and follow up with media

### **Kimberly Strenk PR: Austin, TX**

*Public Relations Intern*

Jan 2013 -

June 2013

- Contributed to social media strategy across multiple channels using Meltwater as a monitoring system for top social trends and press coverage
- Wrote personalized media pitches for eco friendly clients across multiple verticals, from lifestyle to beauty
- Produced weekly internal progress reports and client-facing executive reports

## SKILLS

- Web development utilizing basic HTML, CSS and Javascript; comfortable in both Windows and Mac operating systems
- Practical problem-solving and strategic planning that helps ensure timely project delivery and maintain client satisfaction
- Detailed documentation of best practices to make product rollout more effective and streamlined for all stakeholders
- Enforcing regulations and adhering to project scope and budgets outlined in client contracts
- Excellent person-to-person management skills both with external vendors and clients and with internal employees and trainees

## EDUCATION

### **The University of Texas at Austin**

Bachelor of Science in Public Relations

Minor: Spanish and Business Foundations

Study Abroad: Santander, Spain, Summer 2011

May 2013

## AFFILIATED ORGANIZATIONS / ACHIEVEMENTS

- General Assembly Front End Web Development Certification
- Texas Exes Young Alumni Committee – Dallas Chapter
- Public Relations Student Society of America
- Red Bull Best Presentation Award
- Nordstrom 4<sup>th</sup> Quarter 2012 Pacesetter
- Student Government Association Vice President