



HELLO,

I am actively seeking jobs in Marketing, PR, Brand Strategy, and Social Media Management. My goal is to work with brands that desire an energetic approach and evolving content that increases traffic from multiple platforms. I am experienced in identifying areas of opportunity for content and publishing as well as developing the strategy and plan for day-to-day posting across all social platforms. I can analyze, conceive, and lead creative strategies for promotional efforts as well as pursue opportunistic associations and interactions. My experience includes creating and analyzing reports on social performance and trends, messaging key results to brand teams, and producing content. I am looking forward to being part of a business and team that is dynamic and forward-thinking.

LICENSES & CERTIFICATIONS

HubSpot Academy

- Digital Advertising
- Social Media Marketing

Semrush

- SEO

Meltwater

- Influencer Marketing

SKILLS & INTERESTS

Marketing, Strategy, Branding, Microsoft Suite proficient, Adobe Suite proficient (Ps, Ai, Id, Pr), Tableau, Research (Film/TV, Brand Content, & Trends), Design Thinking, Fashion Design, 3D Print Design, Planning/Leadership, Adaptability, Social Media Brand Creator, Production/Promotion (Packaging, Marketing, and Campaigns), Meltwater, Muckrack, Cision, Klear, Canva, Media Lists, and Multi-Tasking.

CONTACT

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EXPERIENCE

Freelance (Apr 2023- Present)

Fingerprint Communications - West Hollywood, CA

Account Manager (Jan 2023- Apr 2023)

Skills: Pitching, Content Creation, Strategy, Marketing, Research, Adobe Suite

- Create marketing strategies to communicate the client's competitive advantage.
- Create pitches & media lists to secure earned media placements for a book of clients.
- Liaising inquiries from the press.
- Facilitate special events for clients (launches, media dinners, media tours, & partnerships/collaborations).
- Create and design visual content such as decks, reports, social media content, RFPs, and sponsorship decks.
- Oversee multiple accounts while simultaneously managing fellow team members with their everyday tasks.
- Thought leadership.

Clients: Von Dutch, Ryka, Petite 'n Pretty, Shoutable.me, DB Method, Leona's Sushi House, Ian's Friends Foundation

Di Moda PR - Santa Monica, CA

Account Coordinator (Sept 2021- Dec 2022)

Skills: Social Media Management, Content Creation, Pitching, Strategy

- Create pitches & media lists to secure earned media placements for a book of clients.
- Liaising inquiries from the press.
- Brainstorm new pitches, campaign ideas, and social programs.
- Conduct subject matter interviews on behalf of clients.
- Create & facilitate influencer campaigns for clients.
- Facilitate special events for clients (launches, media dinners, media tours, & partnerships/collaborations).
- Create and design visual content such as decks, reports, and social media content.

Clients: Breville, Garrison Brothers, Revival Cycles, Superba, Ghisallo, The Tasting Kitchen, Agua Caliente Casinos, Sand Dune, IntoMeSea

L'Oréal - NY, NY

Marketing Communications- Thesis (Jan 2020 - May 2020)

** Project**

Skills: Marketing, Research, Sustainability,

- Created a concept, campaign, and marketing strategy to communicate & educate L'Oréal's brand NYX Gen Z Consumers on Sustainability.

Shiona Turini- BK, NY

Creative Consultant Intern (Nov 2018- Nov 2019)

Skills: Creative Consulting, Content Creation, Social Media, Costume Design, Assisting in Fittings, and Styling.

- Content Creation & Marketing Concepts for Brands (ODLR, etc.)
- Brand Strategy for independent projects.
- Assisting with Stylist pulls and fittings for red carpet/ films (Queen & Slim, HBO's Insecure, etc.)

Micaela Erlanger - NY, NY

Stylist Intern (Jan 2018 - May 2018)

Skills: Merchandising, Showroom Maintenance, Shipping

- Growing Brand Identity, Styling logistics, Helping with Performa's, & shipping overseas.

EDUCATION

Parsons The New School of Design, NY, NY - BBA

August 2016- May 2020

BBA in Strategic Design and Management with a Minor in Fashion Communications. Member of the National Society of Leadership & Success. Graduated with Honors.