

PUBLIC RELATIONS/SOCIAL MEDIA MANAGEMENT

Summary

Public Relations Manager with strong communications, event planning, media relations and social media experience within consumer brands. Solid experience establishing excellent media contacts within the beauty, fashion, and technology industries. Strong project management skills with ability to execute projects effectively and efficiently. Served as brand representative for English/Spanish speaking TV segments both nationally & regionally; appeared regularly on Access Hollywood Live, E! News, NBC San Antonio Living, ABC 7 News, Better Mornings and Miami LIVE.

Accomplishments

Experience

Public Relations/Social Media Management 07/2014 to Current Company Name

- Public Relations and Social Media Career Highlights: Responsible for pitching and securing positive press coverage for all clients through all media platforms including TV, Print, Digital Social Media and Blogs for startups Responsibilities: Managing events, lifestyle media relations, entertainment, multicultural (AA & Hispanic), beauty and fashion, B2B, parenting, sports, natural wellness and spirits.
- Executing brand awareness programs through consistent marketing efforts, product campaign events and launches.
- Social Media Management.

Public Relations and Social Media Manager 11/2012 to 06/2014 Company Name

- Responsible for the execution & management of strategies supporting content development, influencer marketing, events, strategic partnerships, cause marketing and social media campaigns.
- Managed online and print advertising budgets up to 1M
- Identified customer needs through market research and analysis. Defined project and company vision, strategies and tactics. Oversaw an average of [Number] new customer inductions per month, including keeping accurate records. Coached less experienced public relations staff members on corporate communications practices. Developed corporate communications strategies and programs, including project timelines. Conferred with production, graphic design and web-design personnel to coordinate production of corporate communications materials. Estimated project costs and monitored budgets. Developed monthly public relations and social media strategies to promote the VMU brand, philanthropy and special events.
- Identified and engaged with pop culture and industry influencers to help create additional brand awareness and garner press.
- Managed departmental budgets to ensure we were aligned with corporate financial goals and managed external PR agency Formalized social media strategies that grew fan base and engaged followers.
- Authored attention grabbing press releases, prepared information for media kits and wrote executive speeches as needed.
- Spearheaded media tours during device launches.

Public Relations/Social Media Manager 01/2009 to 06/2012 Company Name

- Operated as the national and international Public Relations Manager for The Children's Place; lead all public relations and communications strategy for North America from fiscal 2009 to 2012.
- Developed and executed communications plans intended to build brand awareness and synergistically drive sales for the company through the use of multi-channel, multi-partner media campaigns.
- Functioned as PR Manager by defining public relations/marketing communications strategy; managed media relations, celebrity partnerships, event planning and program execution for seasonal collection launches and corporate partnership initiatives; and led impactful retail PR support programs (+sales).
- Oversaw PR agency team of seven.
- Managed \$1.5M public relations and social media spend annually, Implemented Social Media strategies generating 1.1M fans from 2009 - 2012.
- Responsibilities: Managed quarterly Fashion Shows in all major media markets across US and Canada.
- Led external PR agency on tracking editorial coverage and analyzing trends.
- Maintained relationships with editors and stylists to enhance brand awareness and continue to keep The Children's Place as a key player in the children's fashion category.
- Managed and organize all media events to introduce new products to the press.
- Communicated with all cross functional teams (sales, marketing, merchandising) before seasonal roll outs to ensure that PR efforts are aligned with company initiatives in order to drive sales in-store and online.

Public Relations Assistant Manager 01/2006 to 01/2009 Company Name

- Public Relations & Events Career Highlight: Responsible for development and execution of public relations campaigns and events to maximize company's branding opportunities and charitable contribution: Mapped out strategic project plans and goals, and led cross-functional teams in execution; Developed methodologies to track/analyze initiative results and effectiveness; Created and executed email, video, intranet and other communications to direct and engage 15,000+ field employees around each initiative; Scripted CEO and senior leadership, and wrote press releases.
- Responsibilities Assisted SVP in development and execution planning for special events related to seasonal collections, celebrity events, trade press, and charitable causes.
- Maintained all media relationships, coordinated editor appointments, and responsible for all sample trafficking Managed PR projects as directed by SVP of PR including providing direction to vendors involved in media services, special events, etc.

Education

B.A : Marketing June 2005 Berkeley College Marketing

