

EXECUTIVE PROFILE

EVENT MANAGEMENT ~ CRISIS COMMUNICATIONS ~ MESSAGING & PUBLICITY STRATEGY ~ LAUNCH PROMOTIONS

Influential public relations executive who creates and executes innovative multi-media campaigns that drive exposure, enhance brand positioning, and align with messaging tactics. Shapes and maximizes media coverage by controlling timing, strategy, and placement of information. Expertly manages event publicity and press logistics for high-profile, nationally televised live and taped events.

SPAN OF EXPERTISE

Building & Leading PR Teams
Strategic Planning
Media/Press Relations
Budgeting & Expense Control
Working with Celebrity Talent
Social & Influencer Strategy
Music, Press, & Screening Events
Programming Launches & Promotions
Messaging & Tactics
Performance Management

CAREER MILESTONES INCLUDE:

- Spearheaded PR launch campaigns for series, stunts, and specials such as Channel's highest rated series, *Show*, one of cable's highest rated and most social shows, and its spinoffs, as well as *Name of Show*, *Name of Show*, and the *Show* franchise.
- Led PR for annual music events and specials such as *Name of Concert*, *Name of Event*, *Name, Name, Name*, *Sporting Event Concerts*, *Show*, and *Award Show*.
- Executed crisis communications to manage press response, protecting Channel's reputation and assets following viewers' controversial/negative response to programming.

PR & COMMUNICATIONS LEADERSHIP CAREER HISTORY

COMPANY, New York, NY | Year – Year

Vice President of Communications (Year – Year) • **Senior Director of Communications** (Year – Year)

Director of Communications (Year – Year) • **Manager of Communications** (Year – Year)

Tenure reflects promotions through a series of increasingly larger leadership roles. Hired and directed staff to define and execute media plans for linear and digital programming and live broadcast events for multiple channels under. Ran day-to-day operations, managed internal and external stakeholders, and executed media strategy. Gained buy-in internally and with traditional/digital media outlets, trade press, 3rd party producers, and social media influencers.

LEADERSHIP & STRATEGY

Managed and mentored best-in-class communications and publicity talent on both coasts. Assigned projects to complement and develop staff competencies and encourage accountability. Continually challenged team to excel despite constantly changing business and media landscape.

- Consulted with network executives on programming strategy for new initiatives including launch of new channels, original/scripted series, and events.
- Collaborated with cross-functional executives to align publicity and events with overall messaging and strategy.
- Managed 6-figure budgets to accommodate financial obligations of programming publicity campaigns comprising travel, per diems, glam, dining, transportation, etc.

BRAND COMMUNICATIONS STRATEGY

Led campaign strategy to launch, promote, and drive viewership for original programming, scripted series, and documentaries, and public affairs programming.

- Crafted powerful brand narratives to target channel demographics and engage viewers.
- Collaborated with marketing, digital, and social teams on tactics and assets to maximize exposure via digital and linear platforms, as well as Facebook, Twitter, Snapchat, and Instagram.
- Partnered with influential brands and organizations — i.e. City of New York, *Entertainment Weekly*, *People Magazine*, Def Jam Records, and Warner Bros. Pictures — on cross-promotions and brand integrations.
- Led brand positioning efforts at industry event such as the Critics Association Awards, Music Festival, Festival, etc. Developed tactics and assets in line with channel strategy.

COMPANY, New York, NY | ... Continued...

EVENT MARKETING & PUBLICITY

Orchestrated all press and publicity operations for tentpole events featuring A-list talent. Highlights included *Industry Awards (8 years), Franchise, Live Concert Series, Award Show, and concert franchises.*

- Partnered with executive producers on press strategy and launch plans comprising earned media, blogger and influencer engagement, and social and traditional media.
- Orchestrated press tours showcasing featured talent for new and existing brands. Supervised execution by junior publicists and liaised with talent management on logistics/special requests.
- Led talent/press placement, visual aesthetics, and logistics at marquee venues including Lincoln Center, the Beacon Theater, the Shrine Auditorium, Brooklyn Academy of Music, and the Santa Monica Convention Center
- Leveraged relationships with top-tier/trade press, social channels, bloggers, influencers, and other assets to control timing, release, and messaging.
- Negotiated event positioning and publicity with talent management, sponsors, and internal stakeholders, ensuring alignment with marketing on all aspects of venue sourcing/selection, promotions, and execution.

Senior Publicist (2/2002 – 10/2004) • **Publicist** (8/1999 – 2/2002)

Hired as publicist supporting Director of Communications in design and execution of press campaigns for programming and special events. Promoted into specialized role, heading up efforts for franchise PR. Established and strengthened relationships with national, regional, and local print, radio, and digital media.

EARLY PUBLIC RELATIONS CAREER AT:

COMMUNICATIONS, New York, NY – **Sr. Account Executive/Asst. Account Executive** (Year – Year/Year – Year)

Coordinated publicity tours, and booked national campaigns for publishing division of this integrated communications agency. Clients included Author for *Book*, TV chef Chef for *Name of Book*, and children's entertainer Name for *Name of Book*.

PRESS – Publicity & Marketing Associate (Year – Year)

Executed publicity efforts for new titles and house catalog. Worked with finance expert/television personality Author Name breakout publication, *Name of Book*; movie tie-in/novelization of *Book*; and other key projects.

EDUCATION

UNIVERSITY, SCHOOL OF COMMUNICATIONS, City, State

Master of Arts (MA) in Public Relations, cum laude

COLLEGE, City, State

Bachelor of Arts (BA) in English, cum laude

LEADERSHIP DEVELOPMENT

SCHOOL OF MANAGEMENT, City, State – *Executive Leadership Development Program*

CORPORATION– *Executive Leadership Development*

CORPORATE CITIZENSHIP

National Association for Minorities in Communication (NAMIC) – Volunteer Program Mentor

Diversity Committee – Member

Diversity Mentorship Program – Member