

**Phone Number**  
Email Address  
LinkedIn Profile

**First Last**  
Lead Publicist | Communications Specialist

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## **SUMMARY STATEMENT**

Trusted, efficient, and effective solutions-focused team member whose crisp, dynamic approach delivers an engaging modern message. Strategic and innovative with a passion for driving brand awareness and product performance. Ability to plan, design, and execute a company's overall communications strategy. *Bilingual in Spanish and English. Experienced traveler; willing to travel.*

## **CAREER ACHIEVEMENTS**

- ✓ Implemented targeted Instagram campaigns; drove online presence growth to 350% in one year.
- ✓ Editor for media, community group pitches, and briefing books.
- ✓ Casting and Director's Assistant in support of on-set promotional video production.
- ✓ Promoter of diversity and inclusion initiatives as catalyst to drive new ideas.

## **STRENGTHS**

- ✓ Conceptualizes, creates, and distributes promotional material for public circulation.
- ✓ Coordinate media interviews with topic questions and answer developments.
- ✓ Strong verbal and written communication and interpersonal skills in both English and Spanish.
- ✓ Balances daily objectives alongside medium and long-term projects.

## **AREAS OF EXPERTISE | SKILLS**

Communication • Interpersonal • Event Programming • Budget Management • Media Interviews • Promotional Material • Time Management • Social Media • Publicity Campaigns • Digital Radio • Customer Service • Strategic Planning • Copywriting • Editing • Customer Engagement • Mail Merge • Calendar Scheduling • Press Releases

## **PROGRAMS**

Microsoft Word and Excel • MailChimp • Hootsuite • CisionPoint • Meltwater • Google Forms • Twitter

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## **WORK HISTORY**

**2015 - PRESENT**

**Lead Publicist** (full-time position)

Stories Untold, LLC – *Pembroke Pines, FL*

- ✓ Copywrite, edit publicity related materials to be disseminate through range of media channels.
- ✓ Strategically target industry verticals: drive customer engagement.
- ✓ Provide brand management and pitches for potential interviews.
- ✓ Submit books for critical review and award nominations.
- ✓ Attend bookfairs, book expos, conferences; pitch and sell books to readers.

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**Sales Specialist** (part-time position)

Obvious Wines - *Florida*

- ✓ Pitch and sell wines at Total Wine & More, liquor stores, and restaurants.
- ✓ Market wine: provide sample tastings and educate customers.

**INTERNSHIPS**

**Assistant Publicist Intern**

Trans Media Group | AJ Indoor Advertising – *Boca Raton, FL*

- ✓ Drafted press releases and media tips; resulted in a media interview for the chairman.
- ✓ Attended media training for clients.
- ✓ Supplied questions for media interviews.
- ✓ Submitted detailed information for media calendar listings.
- ✓ Loaded tweets in support of events and promotions utilizing Hootsuite.
- ✓ Completed mail merges; developed proficiency in CisionPoint.

**Public Relations Intern**

Hemsworth Communications – *Fort Lauderdale, FL*

- ✓ Supported a wide-ranging portfolio of projects, teams, and customers.
  - ✓ Assisted with airing of media interviews on iHeart Radio & iTunes.
  - ✓ Provided marketing research and analysis: drafted press releases.
  - ✓ Offered media tips to executives.
  - ✓ Developed print clippings; assisted with print production; grew customer base.
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**CERTIFICATIONS**

**Coursera** (online courses/certificates)

- |                                              |             |
|----------------------------------------------|-------------|
| ✓ SEO Specialization                         | In progress |
| ✓ Social Media Marketing Specialization      | In progress |
| ✓ Engagement & Nurture Marketing Strategies  | 02/2021     |
| ✓ The Importance of Listening                | 11/2020     |
| ✓ Introduction to Search Engine Optimization | 09/2020     |
| ✓ What is Social?                            | 08/2020     |

**EDUCATION**

**Bachelor of Arts – Communication Studies.** Florida Atlantic University – *Florida*, 2016 – 2018

**Associate Degree – Mass Communication/Media Studies.** Palm Beach State College – *Florida*, 2014 - 2016