

professional experience

Upward Agency (formerly Full & By), PR Account Executive / Creative Producer

Boston, MA

March 2014 – October 2014

- Served as primary contact to client's Director of Marketing; assisted with financial planning for press tours, led client status calls and process for media requests for Fresenius Medical Care North America East division (subsidiary of Fresenius Medical Care, a multibillion dollar corporation)
- Responsible for coordinating and executing celebrity chef press tour event in Charleston, SC
- Produced all creative output including company branding, website development presentations and new business decks; co-led team through company rebrand
- Responsible for writing press releases, pitching media, planning media events and staffing media interviews
- Developed and implemented company blog and social media channels in preparation for marketing roll out

Full & By, PR Account Coordinator

Boston, MA

September 2013 - March 2014

- Conducted outreach to and secured coverage in national, regional and local media outlets
- Profiled spokespeople, coordinated interviews, and conducted media training
- Created weekly comprehensive client reports detailing status of projects and coverage items

Myomo, inc., Video Developing and Photography Consultant

Cambridge, MA

June 2012 - May 2013

- Led all filming and editing efforts in Marketing Department for production of instructional videos for medical device product line, resulting in improved customer experience and reduced support costs
- Responsible for content production for online marketing campaigns and brand development, including product photography and improvement of company website and advertisements

AT Showroom, PR & Marketing/Fashion Stylist Intern

London, UK

September 2010 - December 2010,

- Responsible for selection and presentation of fashion apparel for media placements in UK publications including *Grazia UK* and *Elle UK*
- Authored press releases and designed press booklets for the Antik Batik brand

TripAdvisor, Market Research Intern

Newton, MA

June 2010 – August 2010,

- Performed market research of vacation rentals' appeal and value to increase brand awareness and customer reach
- Conducted market study to perspective customers for FlipKey division of TripAdvisor for Business (T4B)

multimedia production

Mand Made Media

May 2013 – September 2013, *Multimedia Production Consultant*

- Founded multimedia production including photography, video production and editing
- Produced and filmed various client events, including an on-site employee training video

education

Elon University, Elon, NC | *Bachelor of Arts* in Communications | Media Arts and Entertainment; concentration in Cinema, 2012

Anglo American University, London, UK | Fall 2010

skills

Final Cut Pro X; Adobe Photoshop; Social Media Marketing; Blogging; Microsoft Office; Excel; DSLR Photography and Video; Multi-Media Development; Audacity; Project Planning, Scheduling and Management; Graphic Design; Press Releases; Pitching Media