
WORK EXPERIENCE

Communications Specialist – Oakland, CA

March 2019 - Current

The Entrust Group

- Manages media relations with TV stations, newspapers, and other media outlets
- Represents TEG during media interviews regarding business tips, consumer advice, and scams
- Develops relationships with local journalists, and pitches story ideas when available
- Manages TEG's social media platforms
- Establishes relationships with federal, state and local agencies in the marketplace.
- Coordinates events, presentations and speaking engagements in the community
- Creates press releases and news articles to distribute to local media, staff and board members

Social Media Manager – LA, CA

Mar 2017 - April 2019

USC Michael Medical Research Foundation

- Proposes and executes social media platform plans
- Creates and maintains SEO Strategies, blog writing, graphic design and copywriting
- Compiles KPIs for monthly social reports and create content calendars and tools

PR & Influencer/Partnership Outreach – LA, CA

Nov 2009 - May 2019

Consultant

- Developed a comprehensive understanding of clients including their business, products/services, competitors and markets
- Researched, monitored industry/client news, built and maintained press lists
- Created all marketing collateral for brands (music, film, fashion, food, sports, real estate) industries
- Drafted communication materials such as press releases, pitches, fact sheets, bios etc.
- Created client briefing sheets and press coverage reports
- Managed client PR trackers by aggregating all client activities into one synthesized document

Marketing Assistant – LV, NV

Feb 2007 – Nov 2009

Pure Management

- Executed marketing strategies focused on client/network relations, customer development, meticulous with data management and information systems
- Maintained guest lists, table reservations and assisted in areas of planning with nightclub management
- Assisted events manager with talent booking, artist relations, set up for private parties, answered calls, managed calendars, and arranged travel

PROJECTS

Desires-Media.com

Entertainment News & Events

Gold Champs**Instagram.com/GoldChamps**

West Coast NBA Events Reporter

EDUCATION

University of Nevada, Las Vegas

Bachelor of Arts, Marketing

Northwestern University

Sports Management