

Public Relations and Communications professional with B2B & B2C agency experience in media relations, brand building, strategic planning/communications, SEO and social media marketing.

## **EDUCATION**

**Boston University**, Boston, MA

May 2017

B.A. in Political Science with Minor in Business Administration and Management (Questrom School of Business)

## **EXPERIENCE**

**Account Executive, SHIFT Communications:** San Francisco, CA

Oct 2020 – Present

- Managed daily news monitors and drove proactive media relations outreach for clients in vertical sectors such as Internet Broadband, Wireless Charging, Private Online Search and Cryptocurrency.
- Drafted content for client social media channels, press releases, and compiled weekly recaps, reporting on secured media coverage, tasks and overall value for the client.
- Swiftly respond to client requests and own daily communications via email and phone
- Keep teams organized by sharing weekly meeting agendas and action items, in addition to updating internal/external account trackers for efficient processes
- Pitch client news to media build solid relationships with members of the press

**Account Executive, The Hoffman Agency:** San Jose, CA

July 2018 – April 2020

- Developed traditional and social media communications strategies to communicate high tech client stories in a variety of vertical spaces, including AI, IoT, Healthcare, Security and Data Analytics sectors
- Managed client social media channels, drafted content and conducted analytic research to compile reports tracking engagement, reach, and impressions to enhance client relationships
- Played a key role in drafting announcement pitches, securing client byline coverage and media briefings from top trade and business outlets such as SC Magazine, USA Today, ZDNet, and Government Technology
- Responsible for addressing client requests in a timely manner and maintaining positive communications channels
- **Accomplishment:** Managed four month team project to create an innovative recruiting website for the Fremont Police Department, creating a master project spreadsheet, brainstorming design ideas, and editing copy. Web URL: <https://jobs.fremontpolice.gov/>

**Public Relations Intern, Walt and Company:** Campbell, CA

Sept 2017 – March 2018

- Write press releases and create press kits for B2C and B2B tech clients
- Assisted internal teams with promoting brand new product launches from high-profile clients by researching and assembling target lists, pitching to editors and writing press releases for each respective product
- Managed editorial calendars and speaking opportunities, and pitched accordingly
- Compiled monthly reports and created coverage slides
- **Accomplishment:** Provided CES show support by drafting over 50 briefing pages for client meetings and collaborating with team to give our client over 80 media placements

**Strategic Communications Intern, U.S. Department of Justice:** Washington, DC

Jan – April 2017

- Read citizen letters and drafted responses to demonstrate Justice Department approachability and responsiveness
- Wrote draft of weekly internal reports and summarized media releases
- Collaborated on a staff video outreach project to promote staff awards program, increasing the number of peer nominations from 9 to over 50.
- Researched and analyzed ways to improve Department's vetting procedures
- **Accomplishment:** In response to a *Washington Post* article regarding delay in US Attorney nominations, the Department asked me to seek and compile archived information about prior nominations to defend its position and contribute to its database.

**Alumni Relations, Program and Events Intern:** Boston, MA

Jan – May 2016

- Created Excel spreadsheets to track participants, location, and date of each event
- Wrote and maintained blog postings on Global Days of Service Website
- **Accomplishment:** Helped plan and organize over 50 non-profit community service sites across New England

## **LEADERSHIP**

**Admission Ambassador, Boston University:** Boston, MA

Nov 2015 – Dec 2016

- Administered tours of 15-20 prospective students, providing a campus overview.
- Engaged prospective students and families in conversation and answer questions

**English Teacher, Daybreak Asia:** China

Jun – Aug 2014

- Taught and mentored over 50 students at 4 different summer camps throughout China
- Collaborated with team to deliver excellent group activities for 200+ kids
- Conducted interviews for prospective foreign teaching candidates

**Eagle Scout, Boy Scouts of America**

Dec 2012

- **Accomplishment:** Organized a children's book drive for my Eagle Scout Project, collecting over 3,600 books from over 20 different churches and community groups across the San Francisco Bay Area

## **SKILLS**

- Proactive problem solver and analytical thinker
- Excellent Customer/Client Service
- Limited proficiency in Mandarin Chinese