

FULL-TIME FREELANCER

PROFESSIONAL MEDIA COMPANY, New York, NY

2012-present

Publicist/Public Relations Lead

Represent new and established artists in the music industry, promoting their work and enhancing their public profile. Craft and implement comprehensive promotion and publicity campaigns, including strategy, pitches, interviews, events, media releases, and reporting.

- Established clients include MAJOR STAR, RISING STAR, B-LEVEL STAR, FASHION HOUSE and POLITICIAN.
- Up-and-coming clients include RAPPER, SINGER, and PRODUCER/AUTHOR.
- Raised \$60,000 for a paraplegic Wounded Warrior by organizing, producing and promoting benefit concert with B-LEVEL STAR, RISING STAR and various NJ talent.
- Smoothly coordinated event, managed media, and shaped communications for MAJOR STAR's performance at United Nations that reached more than 1 billion people worldwide.

CONSULTING COMPANY

FIRSTNAME LASTNAME PR, New York, NY

2010-present

Publicist & Publicity Coordinator/Consultant

Promote emerging artists and musicians from the US and UK. Develop strategy and goals, collaborating with artists' team to shape brand and image. Create and execute publicity campaigns using traditional and digital methods and media outlets. Heavily use social media sites including Twitter and Facebook. Plan, produce and promote client events. Pitch and solicit interviews. Maintain all records and reports.

- **BAND NAME:** Launched independent UK band, organizing a meet-and-greet with Buzz Media and getting feature story on DIGITAL MEDIA.
- **WOMEN'S ORGANIZATION:** Publicist for women's empowerment organization. Secured profile of founder in ETHNIC MAGAZINE. Re-structured and manage internship program.
- **MAJOR STAR:** Managed event logistics and press relations for primary WORLD TOUR concert film screenings in LA and NYC, and 15+ events across the US.