

Before: Public Relations, experienced

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EXPERIENCE

Electra, Inc. Carson City, NV
Vice President, Consumer Brands Group 2002 - present
Work in global, top-10 agency in consumer group on a high-profile consumer electronics brand. Provide senior-level account planning and supervision for the brand and create, build and oversee national integrated PR programs for clients. Serve as the strategic liaison among client, accounts team and agency management.

May Company Los Angeles, CA
PR Special Events Manager 2000 - 2002
Played an integral role in the branding of world-class upscale department store. Key responsibilities included:

- Planning and executing an aggressive event strategy for women's fashion, men's fashion, accessories, home, cosmetics and children's businesses.
- Ongoing development of charity and community-relations strategy.
- Securing strategic, added-value corporate partnerships and branding opportunities.
- Developing of media relations and executing event/product placement coverage.
- Managed budget and office with supervisory responsibilities.

TTC, Inc. Los Angeles, CA
Luxury Travel/PR Manager 1998 - 2000
Handled public relations for company. Responsibilities included media relations, writing press releases, conducting surveys and creating promotions related to new initiatives, joint ventures and other company developments.

Stern and Associates Pasadena, CA
Media Manager 1996 - 1998
Responsible for handling day to day incoming media requests, writing press releases, pitching media and coordinating various events, panels and other PR efforts. Handled day-to-day client account requests, writing press releases, pitching media and overseeing the planning and coordination of events, panels and other PR efforts.

EDUCATION

University of Arizona, Tempe, *Bachelor of Arts*, Marketing and Journalism, 1996