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Professional Experience

Public Affairs Intern at CBS 3/CW 57, Phila..... *September 2009- December 2009*

- Assembled a press release for the Princess Diana TV special on CBS to increase media attention and viewership of the program.
- Assisted in press tours of *Dr. Oz* and *The Doctors*.
- Helped coordinate events including the **Susan G. Komen** “Lights For The Cure,” the Salvation Army’s Joy of Sharing Phone Bank and meteorologist Carol Erickson’s book launch.
- Organized the taping of holiday promotions with on-air talent to promote the Salvation Army’s Joy of Sharing.

Social Media/SEO Manager at TRUST Collective, NY..... *May 2009-Present*

- Secured press for clients in online trade publications and blogs. Clients include production/post-production companies such as **Tool of North America, Anonymous Content, and Smoke & Mirrors.**
- Increased company Facebook fan page by 300 members to include people of the media and event and award show coordinators.
- Compiled and prepared press clips for clients.

Director of Ad Dynamics, Rowan University..... *June 2009- Present*

- Communicate daily with clients.
- Supervise fifteen students as they do marketing/advertising work for the Philly Ad Club, the Retail Confectioners Association of Philadelphia, non-profits and small businesses.
- Created a viral media presence to increase membership to the Philly Ad Club Mentor Program.
- Recipient of an Advertising Women of New York (AWNY) 2009 scholarship.

Brand Manager at Barbara Pachter & Associates, NJ *September 2009-Present*

- Edit and draft client newsletter, press releases and blog.
- Develop and monitor company’s social media presence.

Intern at Market Maker Interactive, NY.....*Summer 2008/2009*

- Increased client search engine rank through search engine optimization techniques. Clients include **Sleepy’s— The Mattress Professionals.**
- Wrote strategic SEO copy for company web site.

PR Director, Rowan University Public Relations Student Society of America.....*2008-2009*

- Transformed a bi-weekly newsletter from print to an html published newsletter to display in web mail and e-mail clients.
- Secured coverage in the Courier Post and Philadelphia Inquirer for Darfur Day through involvement in a media kit and press release.
- Winner of a 2008 CodiSpoti technology grant awarded to students with interest and involvement in high-technology public relations.

Education

Rowan University, Glassboro, N.J.*September 2006- May 2010*

Majors: Advertising, Public Relations **GPA:** 3.7/4.0

Skills:

Microsoft Word, PowerPoint, Photoshop, Excel, InDesign, html, social media, Quantcast, Adwords