

Digital Media Manager/Senior Account Executive

July 2007- Present

Quinn & Co. Public Relations

New York City, NY

Mid-size NYC-based public relations firm, specializing in real estate; travel; and food, wine and spirits.

Selected to lead company in new media initiatives and head of digital media committee in November 2008; promoted from Junior Account Executive to Account Executive May 2008 and to Senior Account Executive May 2009.

- Supervise Digital Media intern, created and now moderate and manage all aspects of Quinn & Co. blog, developed Quinn & Co.'s search engine optimization technique, redesigned and continuously update Quinn & Co. Web site, designed and now oversee internal Ning.com wiki that serves as company intranet.
- Run series of monthly "brownbag lunch" presentations to explain all aspects of new media to staff, monitor all corporate social media outlets and strategically and creatively implement new media techniques for all of Quinn & Co.'s clients and administer the goal of one digital media initiative per 4-month period.
- Manage media relations and secure placements for clients including: architecture/development firm, the largest independent brokerage firm in New York, independent luxury brokers, and individual residential developments. Work with top consumer press (New York Times, Daily News, New York Post, Financial Times, New York Magazine, etc.), international and national design publications (AD Mexico, Azure, WhiteWall Magazine, Dwell, etc.), national luxury publications (Robb Report, Gotham, Manhattan, etc.) and real estate trades (Real Deal, Brokers Weekly, New York Real Estate Journal, etc.).
- Write press releases announcing project updates, sales and listing information, promotions and new hires.
- Develop and implement creative strategies, plan and execute launch parties and obtain luxury partnerships.
- Work closely with partners and founder, Florence Quinn, to rebrand company's new business strategy.
- Developed and lead Media Internal Training program for staffers; maintain Quinn & Co. vendor database.

Public Relations Consumer Intern

January -May 2007

GCI Group Read-Poland

Austin, TX

- **Dell:** Developed internal Workplace Issues Weekly News Report, actively participated in team brainstorms, built national media lists and extensive news summaries to client and copyedited all executive presentations.
- **Darden Restaurants:** Created detailed media list for 62 markets and wrote General Manager press releases. Researched and helped plan "BBQ For America" campaign and managed crisis with closure of all Smokey Bones.
- **Seventh Generation:** Developed briefing book for ExpoWest, pitched national publications for media Scent Tour, constructed one-pager for BabyLove lux-baby bag, researched products and publications and compiled media lists.
- **Mr. Gattis:** Wrote crisis deck and press releases on product launches. Planned crisis simulation. Worked on executive branding through trade publications and events.

Public Relations Intern

Fall 2006

Texas Association Against Sexual Assault (TAASA)

Austin, TX

- Developed media kits containing sample press release, opinion editorial and a letter to the editor, instructions for implementation of *Sexual Assault Awareness and Prevention Month* sent to over 250 TAASA constituents and for the *Students Teach Awareness and Respect* packets sent to 170 schools.
- Copyedited and assisted in complete redesign of TAASA website and published monthly print newsletters.

Public Relations Intern

Fall 2005, Summer 2006

Weber Shandwick Public Relations and The Axis Agency

Austin, TX

- **TxDOT:** Planned DWI 4th of July campaign; pitched to the media, gathered results and created coverage report for client. Accumulated print articles, broadcast and radio reports and 9 online articles.
- **U.S. Federal Reserve Bank:** Executed multicultural strategy for *GoDirect* campaign; secured 30 new partnerships, co-planned promotional events, coordinated coalition holiday meeting. Designed 6 internal modules for local partners. Weekly outreach to the media with *GoDirect* activities.
- **World Congress on International Technology:** Wrote and edited 7 press releases; 16 articles published.

EDUCATION

B.S., Public Relations, Business Foundations Program and Spanish Concentration

May 2007

The University of Texas at Austin

GPA cumulative: 3.7

Study Abroad, Barcelona, Spain (Spring 2006). International Studies Program