

## SUMMARY

A dynamic and driven public relations professional and graduate student with a **strong passion for beauty and wellness PR** seeking to excel in a rewarding position within a leading lifestyle brand.

## SKILLS

- Influencer performance measurement and social media tools: Cision, MightyScout, and MuckRack
- Social Media Analytic Platforms: Brandwatch and Google Analytics
- Press Releases
- Strategic Planning
- PESO campaign strategy
- Content creation on Canva design
- Media Relations
- Research and analysis
- Group collaboration
- Organization and time management
- Strong verbal and written communication

## WORK EXPERIENCE

### IHPR

Beauty and Wellness Public Relations Intern • August 2022 - Present • Los Angeles, CA

- Led data measurement tracking for influencer coverage and social media impressions throughout four major campaigns
- Packaged and coordinated product send-outs for mega-celebrities and influencers along with key beauty editors
- Built and maintained press and influencer media lists for a variety of product launches and initiatives across beauty and wellness
- Established and nurtured relationships with reporters across major beauty, wellness, and lifestyle publications
- Assisted with event coordination for influencer events, brand partnerships, and brand launches for major beauty and wellness brands
- Crafted creative pitches to beauty and lifestyle editors to garner earned media for upcoming campaigns and partnerships

**Accounts Worked On:** Vegamour, Wellness East, Pause Studios and Iconic Beauty

### Red Thread PR

Public Relations Associate • June 2023 - August 2023 • Philadelphia, PA

- Led research initiatives for awards and thought-leadership speaking opportunities for two clients
- Created a database of sponsored content opportunities across key publications
- Conducted media audit of outlets covering digital banking to help improve pitching opportunities for our client
- Secured thought-leadership speaking opportunities for a client at a significant national conference

### Havas Health & You

Human Resource Fellow • September 2021 - June 2022 • New York, NY

- Analyzed 20 agency's quarterly turnover reports and communicated statistical data through decks and Excel spreadsheets for managing directors
- Processed new hire onboarding, promotions, compensation changes, and additional HR actions using the Workday program
- Provided HRIS support for five agencies and their corresponding HR generalists
- Conducted exit interviews to collect qualitative data regarding employees' experience

### Main Line Fertility

IVF Patient Care Coordinator • August 2020 - June 2021 • Bryn Mawr, PA

- Educated patients on the IVF process and finding solutions to patient's concerns
- Wrote a 40-page informational booklet to advance employee training and optimize the patient experience

### Philabundance

Public Relations Intern • June 2019 - August 2019 • Philadelphia, PA

- Wrote a 30-page PR toolkit to educate 300+ member agencies on how to execute comprehensive communication strategies
- Formalized Philabundance website to ensure consistent branding and provide proper resources to users
- Spearheaded media outreach and social media campaigns to enhance Philabundance programs

## EDUCATION

### University of Southern California

Master of Arts in Public Relations and Advertising  
December 2023

### Bucknell University

Bachelor of Arts in International Relations and Spanish  
May 2020