

**PEOPLE MAGAZINE, PEOPLE En Espanol & ENTERTAINMENT WEEKLY****Senior Publicist** (9/2020 - Present)**Publicist** (4/2018 - 9/2020)**Public Relations Coordinator** (6/2017 - 4/2018)

- Develop PR plans and campaigns for PEOPLE, PEOPLE En Espanol & Entertainment Weekly brand news, product launches, editorial initiatives, etc.)
- Facilitate marketing & communications strategy and forge relationships with internal departments including Editorial, Marketing, Digital, Video, Events and more to promote brand initiatives.
- Pitch and secure national and regional exposure for the PEOPLE brand (weekly issues, the daily entertainment broadcast show "PEOPLE" & PeopleTV, broadcast specials, the 24/7 digital news site, the PEOPLE Everyday podcast and more.
- Serve as spokesperson for media inquiries.
- Manage and grow relationships with high level contacts such as talent, producers, journalists, talent representatives, bookers, etc.
- Secure press for special events such as PEOPLE SAG-AFTRA Gala, Entertainment Weekly's Emmys Pre-Party, Entertainment Weekly's Upfronts Party, PEOPLE En Espanol's Poderosas Conference and more.
- Escort key talent down red carpet for photos & interviews to ensure post-event coverage.
- Manage an assistant/coordinator.

**:BLACKPRINT @ MEREDITH****Global Lead** (8/2018 - Present)

- Conceptualize & Lead editorial Strategy and diversity initiatives across brands through editorial, event management, sponsorship, and partnership with brands like PEOPLE, Entertainment Weekly, InStyle, Travel + Leisure, Food + Wine, Health and more.
- Community management for :BLACKPRINT social channels and Meredith's diversity channels with a deep understanding of social analytics and data.
- Foster partnerships with external brands such as Netflix, Hulu, Universal Pictures, TheCCNYC, Colorcomm, Facebook, Twitter, NABJ, and more.
- Talent booking and talent wrangling.
- Conceptualize and execute events with prominent talent like Queen Latifah, Stacey Abrams, John Legend, Yvonne Orji, Gabrielle Union, the cast of Netflix's *Hollywood* and more.
- Spearhead creative direction, logistics, vendor management, catering, promotion and timeline management for events.
- Manage high-level budget allocation and vendor payment/invoicing.
- Manage a team of 10.

**LUXURY MAKERS BY AUDITOIRE****Public Relations Fellow in Paris, France** (1/2017-5/2017)

- Created an event marketing campaign for private party venues to connect with and reach a younger, more luxurious demographic in the Middle East.
- Worked with a team to pitch an idea, layout, social media marketing rollout plan, and budget for an event that would increase brand recognition for a younger demographic of clients.

**ALLIED INTEGRATED MARKETING****PR + Promotions Intern** (1/2016 - 12/2016)

- Implemented directives from Paramount Pictures, Warner Bros., 20th Century Fox & Netflix
- Assisted on movie & talent press tours.
- Increased attendance at pre-screenings for film promotion through public relations efforts.
- Developed promotional events to increase awareness about upcoming movie pre-screenings.
- Built relationships with the media (reviewers, reporters, influencers and radio stations).

**EDUCATION****BA, Journalism & Mass Communication**

Arizona State University

**BS, Politics & Global Studies**

Arizona State University

**Minor, Mass Communication Law**

Arizona State University

**ORGANIZATIONS**

- Association of Magazine Media
- New York Women in Communications
- Public Relations Society of America
- Women in Entertainment

**KEY SKILLS**

Digital Magazine Design  
 Social Media Management  
 Media Relations  
 Adobe Creative Suite - InDesign  
 Adobe Creative Suite - Photoshop  
 Adobe Creative Suite - Illustrator  
 Email Marketing  
 Microsoft Office  
 Event Planning/Fundraising  
 Writing/Editing  
 Digital Media  
 Bilingual in English & French

**ADDITIONAL PROJECTS**

- TIME Firsts: Women Leaders Who Are Changing the World
- Global Chair of Meredith's Black Employee Resource Group
- 2018 American Magazine Media Conference
- ESSENCE: Sensory Wonderland
- ESSENCE: Yes Girl! Podcast with Gabrielle Union