



Jersey City, NJ 925 520-5247
sai@lipschic.com www.lipschic.com

KARGOE:

Public Relations and Social Media Manager (Contract)

New York, New York

January 2017 – March 2017

- Created, delivered, edited, and optimized PR materials.
- Created pitches for products to send to media influencers/magazines.
- Supervised social media outreach.
- Created and managed marketing calendar and success plan.

NIGHT OWL

Social Media and Marketing Assistant

New York, New York

October 2016 – March 2017

- Managed various social media outlets in order to increase web traffic.
- Supervised social media outreach.
- Created editorial calendars and syndication schedules using various tools.
- Developed brand awareness and online reputation.
- Coordinate the creation of digital content (e.g. website, blogs, press releases and podcasts).

LAYNEAU

Public Relations Specialist

Portland, Oregon

August 2015 – April 2016

- Created and delivered press releases, media relations content, case studies, white papers, executive bios, corporate newsletter content, social media content, and speaking proposals.
- Researched media coverage and industry trends.
- Supervised social media outreach.
- Organized promotional events such as exhibits and fashion shows.
- Created and designed brochures, look books, and event invitations.

THE DLUXE GROUP

Marketing Intern

September 2014 – March 2015

- Integral figure in all event coordination consisting of collecting data for upcoming client events, venue selection and negotiations, and collaborating with vendors of trunk show props.
- Conducted market analysis on various cosmetic products by reaching out to companies and salons carrying similar products.
- Improved client's website by enhancing user interface, functionality, visual appeal, color schemes, and layouts.
- Developed new social media campaigns from the ground up, considering our clients' needs and their specific industries.

PROFESSIONAL SKILLS

Hootsuite: Expert

Photoshop: Advanced

Illustrator: Advanced

Google Analytics: Advanced

Education

Academy of Art University

Bachelor's of Fine Arts- Marketing and Merchandising

Graduated December 2015

