

COMMUNICATIONS & PR EXPERT

RELATIONSHIPS | CONTENT MARKETING | BRAND PARTNERSHIPS | BUSINESS DEVELOPMENT

Entrepreneurial storyteller and leader with a wide array of professional and artistic experience and a rich network of tech, film/TV, music, hospitality, and media contacts. With a demonstrated ability to reach sales targets, establish key relationships, and turn visions into realities, I'm a detail-obsessed, analytical thinker who thrives in social environments and does her best work under tight deadlines. Advanced in all areas of written and verbal communication in both English and Spanish, across native & digital media. A powerful connector who truly cares about people, brands, and businesses.

Key Skills

- Communications, Presentations & Pitching
- Database Creation & Management
- Project Management & Team Leadership
- Event Planning & Production
- Database Creation & Management
- Macro Thinker
- Analytical & Data-Driven
- Press Releases & Advisories

PROFESSIONAL EXPERIENCE

Digital Marketing Consultant & Brand Ambassador, Startups / SMB – New York, NY

February 2021 – Present

Enterprise Events | CES 2023 | SEMA Las Vegas | Forbes 30U30

I've worked as a brand ambassador and consultant in all areas of communications, branding, web design & both paid/organic social media marketing. Most recently my focus has been on expanding my tech network — in the last 6 weeks alone, I've connected with 40+ startup founders, VCs, and operators at companies like Google, LinkedIn, Adobe, Meta, Zapier, Bloomberg. Specific projects have included:

- Attended 20+ trade shows across tech, CPG & hospitality sectors as sales ambassador for brands like Amazon, Baccarat, Adidas, Alfa Romeo, Beats by Dre
- Delivered 3 live presentations/day to groups of 20-40 people and served as subject matter expert for Incheon International Airport's AI technology-powered services at the 2023 Consumer Electronics Show.
- Created & led a 4-week long accountability group for 10 creatives that resulted in the completion of various projects including a finished painting, business plan, short script and poetry book – Nov/Dec 2022
- Social Media Marketing & Content Creation:
 - ✓ Increased TikTok video views by 26% and audience reach by 25% within two months & created 8 TikTok videos/week [\$2.5M Series A backed startup, CPG sector]
 - ✓ Grew @NYCArtistGIRL account from 0 to 3k followers in 2 months, creating 4-5 videos/day with 2 viral posts & averaging 20 new followers daily
- Startup advisor for various pre-seed stage startups, including:
 - ✓ Klik (AI-powered event photography SaaS), Motto (match-based soda company) & Sublime (a curated internet experience).

CC Sullivan – New York, NY

February 2019 – January 2021

Associate Publicist

PR firm formed in 2005 by a former chief editor of *Architecture* and *Building Design + Construction* magazines. The agency has worked with 40-plus organizations globally in the architecture, design, city making, engineering, and hospitality verticals.

- Supported multi-faceted client roster that included citizenM Hotels, LandDesign, Cooper Robertson, The Goettsch Partners, Studio Ma Architects, Dyer Brown, Body Lawson & Associates
- Earned placements in top media outlets such as New York Times, Curbed, Washington Post, Hospitality Technology, Architectural Record, ArchDaily, The Architect's Newspaper, Metropolis, Dezeen
- Ghost writer for thought-leadership pieces 2,500+ words
- Established media connections with key editorial decision makers and created and maintained media lists
- Implemented and oversaw the social media strategies for two architectural clients, created a proprietary social media calendar & asset management system

Actress – New York, NY

January 2021 – Present

Film/TV, Commercial, Voiceover, | SAG-AFTRA | February 2021 – Present

I believe the stories we share on-screen help shape our future and am passionate about bringing compelling characters to life.

- In just 3 years, went from being a complete industry outsider to building a team of 6 agency & management partners, booking a Netflix show, and working on sets alongside Rian Johnson, Daniel Craig, Ana de Armas, Chris Evans, and Ryan Gosling
- Appeared in 3 international TV films my first 2 years of acting
- Appeared in national campaigns for global brands such as McDonald's, Bank of America, Adoreme.com, and Blue Apron
- Creative directed & styled 6 photo shoots with renowned NYC photographers Lena Melnik, Lalo Torres, & David Noles
- Master networker – I've created proprietary "briefing books" for events & industry databases with 200+ names connecting talent with agents, managers, studio heads for my own personal research & leverage
- Video production – Recorded, edited 100+ self-tape videos in home studio

Multidisciplinary Artist & Entrepreneur – Boston, MA; New York, NY

April 2016 – January 2020

Singer-songwriter, Recording Artist, Non-Union Actress

A classical pianist by training, I established myself as a professional recording & performing artist in the Latin Soul genre with a combined online presence of 13k followers across all streaming and social media platforms. Went from being a complete unknown to performing in legendary local clubs alongside seasoned veterans in just 2 years, serving as my own creative director, social media marketer, graphic & web designer, booking agent, publicist, and manager.

- Booked & performed live in 50+ shows in Boston, New York City, Miami, and Buenos Aires through cold calling, event networking & pitching
- Released 3 singles with multimedia & PR campaigns including album artwork, music videos, social media content and website landing pages that resulted in a combined 47k impressions
- Achieved viral Instagram growth through paid ads that resulted in 100% increase in followers in <7 days (from 3k-6k)
- Hired, managed, and served as Musical Director for a 5-person band that performed monthly for crowds of 30-50 at historic NYC venue.

Consolidated Marketing, Inc. – Boston, MA

April 2015 – April 2016

International Account Manager & Sales Associate

A marketing firm specializing in retail, wholesale, marketing, manufacturing, brand development, and sales for established brands, representing them and increasing their presence at major retailers, distributors, and e-tailers. The firm generated \$5M in annual revenue in 2016.

- Managed client/supplier relations between US & China for B2C consumer electronic companies [Jasco, Emtec]
- Oversaw production timelines and ensured on time product delivery with factories in China
- Managed line sheets and budgets for clients and retail buyers
- Managed relationships with retail buyers at CVS, Office Depot
- Generated 10+ leads for brand clients at the 2015 Consumer Electronics Show

ADP – Boston, MA

December 2014 – March 2015

Small Business Consultant

ADP is a global provider of cloud-based business management services. The company reported \$18 billion in revenue in 2022 and has 63,000 employees worldwide (NASDAQ: ADP).

- Became top-performing sales consultant within 1 month of training
- Generated \$10k in sales by second month

Brafton Inc. – Boston, MA

January 2014 – November 2014

Video Blog Producer

Award-winning global digital content marketing agency with offices in Boston, Chicago, San Francisco, London, and Sydney.

- Product Manager — Oversaw launch of Brafton's proprietary video blog service, ultimately delivering 50+ videos per month spanning a portfolio of 20 B2B & B2C clients
- Studio Manager — Oversaw the construction & management of in-house video blog studio, production, talent scheduling & coaching
- Script Writer — Wrote, edited & produced presenter-style video blogs for B2B & B2C clients
- On-screen Talent — Served as on-camera talent for videos

Glipho – Boston, MA

July 2013 – January 2014

Social Media Marketing Manager

Glipho was a startup that aimed to create the world's first microblogging social network. It raised a \$200k Seed round and operated out of Brafton Inc.'s headquarters, who became my next employer.

- Worked hand in hand with CEO to arrange meetings with potential investors, translated meetings from Spanish to English and advised on evolving U.S. tech landscape.
- Hired & led a team of 4 community managers from scratch
- Developed Twitter marketing strategy that converted 100 new users weekly & doubled website traffic in under 6 months
- Tripled user signups within 2 months

EDUCATION & PROFESSIONAL DEVELOPMENT**Bachelor of Science in Communications**, Boston University – 2013 | Minor: Spanish Literature**Landmark Education Curriculum for Living** – 2011-2013 | Four executive-style courses focused on leadership & execution

LANGUAGES

U.S. Citizen who speaks English (Native), Spanish (Native), and French (Conversational)

COMPUTER SKILLS

Windows and MacOS, MS Office (Word, Excel, and PowerPoint), Google Drive and G Suite, Trello, Cision PR Software, Meltwater, HARO, Canva, Adobe Creative Suite (Lightroom), Squarespace, Salesforce, Slack, Microsoft Teams, Facebook Business Manager, Facebook Ads Manager, TikTok Business Manager, TikTok Shop Seller, TikTok Ads Manager