

DANIELLE FALLEY

Publicist

Contact

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Summary

Dedicated and proactive Publicist Assistant with 5 years of experience in the field seeking to leverage comprehensive skills and knowledge to transition into a higher position within a dynamic PR firm. Possessing a strong understanding of media relations, excellent communication abilities, and a proven track record of successful campaign coordination, I am eager to contribute to the growth and success of a forward-thinking team.

Work Experience

Strategic Heights Media

PR Assistant 2022 - Present

Intern 2021 - 2022

- Supported PR team in executing media relations activities, including drafting press materials, compiling media lists, and monitoring press coverage.
- Assist in the development and implementation of strategic PR campaigns for clients across various industries, including media outreach, event coordination, and press release drafting.
- Cultivate and maintain relationships with media contacts, talent, and industry professionals to secure press coverage and maximize brand visibility.
- Assisted in the organization of press events (Concerts, Premieres, Summits, Award Shows, Festivals, etc.), including media invitations, managing RSVPs, coordinating logistics, on-site support, ensuring seamless execution, and positive media exposure.
- Conducted research on industry trends, and relevant media outlets to inform PR strategies and client recommendations.
- Contributed creative ideas for social media content and campaigns, helping to enhance brand presence and engagement across digital platforms.

Professor Cookie

Jr. Campaign Coordinator 2019 - 2020

- Led the development and execution of integrated PR campaigns including event management, and content creation.
- Managed campaign budgets, timelines, and deliverables to ensure projects were completed on time.

Skills

- Communication Skills
- Research and Analysis
- Social Media Management
- Team Collaboration
- Attention to Detail
- Media Relations
- Press Release Writing
- Event Coordination
- Strategic Planning
- Relationship Management
- Background in Art

Education

BACHELOR OF ARTS

PUBLIC RELATIONS & ORGANIZATIONAL COMMUNICATION

SUNY New Paltz | 2017 - 2020

- Media Relations
- Press Release Writing
- Strategic Planning
- Relationship Management
- Communication Skills
- Research and Analysis
- Social Media Management
- Team Collaboration
- Attention to Detail

Hall Government | 2019 - 2020

Public Relations Officer & Social Media Manager

- Developed and implemented PR strategies to promote hall government initiatives, events, and programs, resulting in increased student engagement and participation.
- Managed social media accounts and created content to communicate key messages and updates to the student body.
- Collaborated with student leaders and campus organizations to coordinate joint events and campaigns, fostering a sense of community and collaboration.

Kingston University | Spring 2019

Global Scholar / Global Ambassador

London, England

- Completed a semester-long study abroad program focused on coursework in media studies, journalism, and England history and culture.
- Developed cross-cultural communication skills and gained a global perspective on communication and media relations.
- Embraced cultural immersion opportunities, enriching personal and academic experiences abroad.
- Enhanced adaptability, resilience, and problem-solving abilities through navigating life in a new cultural environment and overcoming challenges encountered during the study abroad journey.