[Social Media Special Events](https://www.postjobfree.com/resume/adyq7n/social-media-special-long-beach-ca%22%20%5Ct%20%22_blank)

Location:
Long Beach, CA, 90803

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COMMUNICATIONS PUBLIC RELATIONS MEDIA RELATIONS SPECIALIST Proactively identify, collaborate, recruit and leverage experts and resources to create and implement win-win PR campaigns
§ Corporate Communications
§ Marketing / Strategic Planning
§ Media Relations / Social Media
§ Promotional Campaigns / Public Affairs
§ Community Outreach
§ Non-Profit Fundraising
§ Journalism/ Event Photography
§ TV Host/ Film/Video Production
§ Event Planning
ü Develop and implement strategic and successful communication campaigns targeting diverse audiences to change perceptions, persuade consumers, meet objectives, and strengthen B2C and B2B marketing ü Direct and utilize brain-trust focus groups to meet project objectives and encourage teamwork involvement ü Manage media relationships and promptly respond to high-priority news-media reporters, broadcasters, and documentary crews ü Work closely with communication partners in key markets and successfully pitch and place positive news coverage ü Extensive AP style writer and photographer; adept at developing and managing creative and compelling storytelling content for marketing collateral, newsletters, annual reports, print publications, broadcast, social media platforms, and web content ü Research, prepare, write, pitch, and distribute attention-grabbing and key-message AP Style press releases and press kits ü Plan, manage, coordinate, and occasionally emcee special events including conferences, workshops, seminars, panel discussions, live radio broadcasts, golf tournaments, banquets, fundraiser events, live charity auctions, and tradeshows ü Manage, prioritize, plan, execute, problem solve, and fulfill multiple projects within budget and multiple timelines TECHNICAL SKILLS
Project collaborator, strategic panning. Published freelance writer, creative content and photography, photo editor, video thumbnails. Online research, PC & Mac/OS. Office 360, Word, Excel, Power Point. Adobe Creative Cloud: Photoshop, InDesign, Acrobat Pro Lightroom. Social Media: Zoom, Twitter Facebook/Live, YouTube, SEO, Google Drive, content development and passion for innovative copy, work with designers, risk taker, attention to detail, multitasking, conflict resolution, fast learner, Event Mc. Type 55 wpm CREDENTIALS
Bachelor’s Degree Communications, Minor Broadcast Journalism, California State University Long Beach, CA Certification Social Media Marketing, UCI Extension, Irvine, CA MAJOR ACCOMPLISHMENTS
Publications: Copy editor, contributing
writer, and project manager in all
publication phases of GSF historical
60th Anniversary book, and SCE Energy
Leader Partnerships ‘Year in Review’
Result: Successful B2B Branding,
employee gratification. Team building.
PR/Media Relations: Manage all media
interviews, logistics, live radio, and TV
broadcasts. Result: B2C marketing, pro-
active media relations, front-page
stories, breaking-news segments,
international publications, community
image building, multi-media branding.
Television: Produce and host weekly
LWTV-6 programs focused on
community events for 18,000 residents.
Result: Resident and management
cohesiveness. B2C branding, public
awareness, community participation.
Film Crews: Manage television, radio,
documentary, and film crew logistics,
interviews, and productions. Result:
Nationwide marketing within Modern
Marvels, Health Channel networks, and
informative award-winning corporate
video segments.
Public Awareness: Lead, collaborate,
and implement OC Tobacco Use
Prevention Program. Result: Winner of
Tobacco Free Educational Leadership
Award from California State Department
of Health & Human Services.
Community Outreach Campaigns:
Build coalitions, manage projects,
implement, launch, and promote
numerous campaign logistics. Result:
Successful promotional campaigns,
seminars, workshops, and events, to
engage local business, educators, and
community leaders and volunteers.
Marketing: Initiate Cloud B’s corporate
ranking in the Los Angeles Business
Journal’s List of Fastest Growing
Privately Owned Companies in Los
Angeles County. Result: B2C and B2B
promotion and Multi-media Branding.
Special Events: Facilitate, manage,
collaborate, and coordinate more than
50 major events including senior fitness
walk-a-thon, conferences, seminars,
summits, live radio broadcasts, ribbon-
cutting ceremonies, fairs, and open-
house events. Result: Successful Public
Awareness /PR Campaigns, community
involvement, social media promotion.
Nonprofit Charities: Board and
committee member to various charities:
Food Finders, GSF Foundation/Good
News for Kids. Result: Net proceeds
exceeded $440,000 to benefit Orange
County children and families.
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RELEVANT WORK HISTORY
Personal Assistant, Steven McClintock, Singer, Songwriter, Producer, Music Publisher, Long Beach, CA 2020-2023
§ Conduct daily online research on people, places, stories, special events, venues, and bookings
§ Recommend and initiate strategic social media marketing promoting special events and profile update
§ Attend gigs and events to create, utilize, and post creative photography and video clips on FB, Instagram, and You Tube to enhance an online presence and continued social media marketing
§ Project Manager: Track and follow-up on pending action plans and agenda-management
§ Determine cost effective comps for repair, sale, and purchase of new and vintage equipment
§ Book travel abroad including variable lodging, connecting flights, vessels, auto, trains, etc.
§ Network with community leaders to engage event-planning and potential booking
§ While maintaining confidentiality and discretion, write press releases, edit contracts, compile song books Photopass Photographer, Disneyland Resort, Anaheim, CA 2013 2020
§ Enjoyed seven years as a Photopass Photographer, offering unique photo services while engaging guests of all ages and ethnicities to create and capture magical experiences. Assist, problem solve, offer inclusive guest accommodations, and frequently engage in conflict resolution, guest relations and the sale of photography packages to guests. Freelance Writer & Photojournalist, Sun Newspaper, Seal Beach, CA. 1991 to Present / Freelance
§ General assignment writer, photographer. Responsible for accurate news reporting and feature stories. integrating interviews, research, and facts in a compelling AP Style. Often create front-page photos to complement stories.
§ Feature-story topics: Lifestyles, special events, personality and musician profiles, places of interest, museums, entertainment, restaurant reviews, Disneyland’s 50th and 60th Anniversary. Orange County Distribution: 50k. Communications Specialist III, Southern California Edison (SCE), Rosemead, Ca. 2011-2012 Contract
§ Content management, research, design, write, edit, and finalize 2011 Year in Review Energy Leader Partnership publication.
§ Interface with department executives to manage and compile Energy Efficiency Monthly Reports, Quarterly Reports, PowerPoint Presentations, and collaterals. Represent SCE at community-outreach events. Manage photo-image library.
§ Develop script and produce internal communication video. Public Relations Associate - Marketing Department, Cloud B, Torrance, Ca. (Sleep-Toy Manufacturing) 2010-2011
§ Initiate Cloud B ranking in the Los Angeles Business Journal’s List of Fastest Growing Privately-Owned Companies in County.
§ Write and manage AP Style press releases, tradeshow press kits, collateral materials, and packaging content.
§ Write compelling digital and Social Media content, respond to bloggers, and link SEO platforms.
§ Manage event-planning logistics for off-site holiday party: Venue, entertainment, contracts, location, setup, and agenda.
§ Initiate Cloud B philanthropic toy distributions and charitable gift giving to needy families and children of active military. Sr. Communications Specialist, Corporate Communications, (GSF) Golden State Foods, Irvine, Ca. 2006-2008
§ Working closely with the Director of Communications, develop and write AP Style press releases, press kits, newsletters, presentations, associate announcements, crisis-management guide, video scripts, and corporate web-content development.
§ Served as contributing writer, copy editor, photographer, and Assistant Editor during all publication phases of GSF 92-page, 60th Anniversary Book including content and photo layout, archive photos, research, review, editorial, and Photoshop editing.
§ Manage television and radio interviews, documentary and film crew logistics, and corporate video productions.
§ Research, write articles, copy edit, and manage two quarterly newsletters: GSF Corporate, and GSF Foundation.
§ Committee Secretary to GSF Foundation Chair, and Committee Member: ‘Good News for Kids Gala.’
§ Lead photographer during live concert fundraisers: ‘Good News for Kids Gala,’ and “Rock the House” (2006–2013). Public Information Specialist–Community Relations, (PCM) Professional Community Management, (Leisure World Community of 18,000 residents) Laguna Woods, Ca. 2001-2004
§ Manage strategic planning, problem solve, collaborate, form, and oversee committees, implement marketing campaigns on topics including energy conservation, waste management, identity theft, senior transportation, and fitness.
§ Maintain open dialogue with internal departments to identify and develop community involvement at special-interest events.
§ Community Outreach Liaison to State, County, City officials, local businesses, organizations, non-profits, and residents.
§ Write and develop compelling AP Style press releases, online journalism, web content, media alerts, promotional brochures, marketing collateral, press kits, white papers, reports, presentations, and online community-event announcements.
§ Utilize internal and external newspapers, television, radio, Web, and publications to promote public-affairs, special events, grand openings, forums, fairs, tradeshows, educational programs, and issues of importance to the community.
§ Manage and collaborate with print vendors on the initial and final design of various publications.
§ Manage media relations, interview calendars, breaking news, television, radio, documentary, and film crew logistics.
§ Produce and host weekly community television programs at LWTV-6 highlighting public affairs and special events.
§ Emcee special events and facilitate community tours for foreign dignitaries and legislative representatives. Terri Quinlan - Page 2 of 3 on 7-10-23
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RELEVANT WORK HISTORY (CONTINUED)
Media Liaison/ Executive Assistant, Communications Dept. House Ear Institute, Los Angeles, Ca. 1999-2000
§ Proactive media relations, write and distribute press releases, and tour dignitaries on hearing-loss research.
§ Content Management: Write and distribute press releases, press kits, collaterals, newsletters, and articles promoting Institute research, fundraising events, and health education on hearing loss prevention at NAMM tradeshows.
§ Manage and coordinate physician interviews with high-priority television, newspapers and media crews from CBS, NBC,
§ KABC, LA Times, and Health Channel (documentary) crews.
§ Collaborate with graphic design artists to produce Newsletters and HEI Annual Report booklet. Community Programs Specialist, (Contract) County of Orange Social Services, Santa Ana, Ca. 1998-1999
§ Facilitate public awareness campaigns and implement community-based public-relations strategies and activities to promote foster-care programs, adoptions, advocacy, and volunteer programs at Orangewood Children’s Home
§ Develop and write compelling press releases, media kits, and collateral materials, and build pro-active media relationships.
§ Conduct workshops, facilitate educational programs, coordinate special events, recruit volunteers, and implement annual County Volunteer Recognition events.
§ Collaborate with Social Services, KABC, Orange County Fire Authority, and USMC, to promote annual Operation Santa Clause / Spark of Love toy-drive campaign and manage donation-center logistics, volunteers, and distribution of 26,000 toys to needy children in Orange County.
Alcohol & Drug Prevention Program Specialist, County of Orange Health Care Agency, Santa Ana, Ca. 1994-1995
§ Proactively identify, recruit and leverage experts within the Orange County Department of Education, Substance Abuse Prevention Network, ADEPT, and Alcohol Services to meet program objectives.
§ Assist in the design and distribution of substance abuse prevention marketing collateral, campaign slogan, educational videos, and PSA’s for television and radio.
§ Manage, design, and set up Orange County Fair trade-show display booths and coordinate volunteer schedules. Health Education Associate & Media Coordinator, Tobacco Use Prevention Program (TUPP), County of Orange Health Care Agency TUPP, Santa Ana, Ca. 1991-1993
§ Actively manage and engage in strategic planning with organizational leaders and coalitions to implement tobacco free campaign objectives and initiate county-wide award-winning TUPP media campaign targeting all ages and ethnicities.
§ Continuously generate talking points for community groups working to identify and reduce factors contributing to tobacco use prevention in Orange County. Served on committees with State of California Health & Human Services, Orange County Department of Education, American Heart, American Lung, and American Cancer Society, and Public Relations contractor.
§ Coordinate press conferences, special events, and volunteer programs.
§ Serve as lead volunteer coordinator and spokesperson at Orange County Fair TUPP booth.
§ Produce PSA’s and coordinate distribution to local media and cable stations.
§ Produce Educational Smoking Cessation video for incarcerated inmates within in O.C. Jail System.
§ Collaborate with graphic designer, edit, and distribute monthly newsletter, collateral materials, and promotional items.
§ Review, evaluate and recommend best agency responses to RFP to implement TUPP public relations campaign. PROFESSIONAL DEVELOPMENT
§ 2023 Current Member: Seal Beach Lions Club
§ 1989-2023 Current: Seal Beach Community Television Volunteer Public-Access Producer/ Director, Television talk-show host
§ 2020-2023 Current: Board Treasurer, Special Kids Photography of America (Heart & Lens)
§ 2021-2023 Current: Endorse NAMM Foundation and promote nationwide Continuing Education of Arts and Music in Schools
§ 2013 Completed Certification: UCI Extension social media Studies: Developing Social Media Strategy; Utilizing & Integrating Social Media Channels; New Media Tools & Technology; Mobile Marketing; Transmedia Marketing Through Storytelling, Engaging Target Audiences Across Emerging Technologies
§ 2012: Adobe Photoshop CS6 Santiago Canyon College
§ 2011: CSULB University Extension, Social Media Marketing
§ 2011-2023 Former Member: Orange County Public Relations Society (OCPRSA) Workshop: Mobile Marketing 101
§ 2011 OCPRSA Focus Groups: (1) Developing Online Videos (2) Intro to social media (3) PR and social media
§ 2011 Media Bistro Workshops: (1) Public Relations Essentials (2) Blogging Essentials
§ 2009: Non-Profit Partnership Full Day Seminar: New Technologies–Strategic Thinking/ social media for nonprofits
§ 2008/2009: Santiago Canyon College: Continuing Education Certificates: Photoshop, InDesign
§ 2007 Former Member: Los Angeles Press Club and KCET Community Advisory Board Terri Quinlan - Page 3 of 3 on 7-10-23

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