ALEXIS ARNOLD

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PROFESSIONAL SUMMARY

Ghost Writer, Professional Media Wrangler, and Playlist Enthusiast with a creative passion for music promotion and results-driven approach to strategic planning.

WORK HISTORY

Freelance Music Publicist, Remote / ***July 2020 - Current***

- Developed and executed targeted media campaigns, press deliverables (press releases, EPK), and pitches for self and independent artist's teams to use for single and music video releases, including independent artist's single which aimed to donate proceeds earned to underrepresented communities of color in Brooklyn, NY and NYC area.
- Produced new website copy (products and services, brand messaging) and designed press inquiry email response templates for independent music blog.

Tier One Partners. Boston, MA

Account Associate | August 2020 – November 2020

- Led monthly/quarterly competitive media measurement program and presented results to executives on quarterly basis, pinpointing potential areas of improvement for PR program.
- Drafted and edited speaking/award submissions, client press materials (press releases/media briefing documents/corporate messaging documents), and media pitches for top-tier business and trade publications and podcasts (AdAge); and developed strategy for bi-weekly insights media outreach program to share unique, industry insights from client CEOs/SMEs for potential sourcing and to maintain strong relationships with target trade media in retail, finance, and business industries.

Account Specialist |August 2019 – July 2020

- Pursued media coverage while forging strong media relationships with B-2-B and advanced tech, finance, healthcare, manufacturing, and business reporters, constantly sharing client news announcements and executive commentary for sourcing and bylined articles/thought leadership.
- Collaborated with Chicago content branch on Tier One-branded weekly newsletter and blog posts; took ownership of Tier One's Twitter, Facebook, and LinkedIn copy.

Public Relations Intern | April 2019 – August 2019

- Researched and maintained speaking and awards, editorial, and social media calendars for B-2-B clients in finance, manufacturing, and healthcare industry.
- Monitored weekly competitive and industry listening and shared high-level insights from articles to clients and senior team members.

Kite Hill PR. New York, NY

Account Associate | July 2018 – March 2019

- Drove media research and media monitoring programs, and conducted outreach for various advertising technology, marketing technology, and media clients to top-tier and industry trade publications.
- Created various briefing and press materials for clients (including bylined articles, messaging docs, press briefing booklets, and news releases).

Boston University PRLab. Boston, MA

Account Executive | January 2018 – May 2018

- Formulated and implemented a collaborative promotional campaign to help gain exposure and press for independent singer-songwriter MACK's brand and EP release.
- Created media deliverables such as artist bios, media contact lists, and press releases based on MACK's personal branding.

Headrush TV. Boston, MA

Social Media and Content Intern | October 2017 – December 2017

- Created Canva posts and social media content around breaking music news, concerts, and interviews to drive traffic to website.
- Designed an update-style newsletter to remind readers and artists of upcoming contests and reviews posted to website.

Indie Band Guru. Remote

Editorial Director | October 2016 – October 2017

- Served as main point of contact between website editorial and music publicists to schedule music reviews and interviews on Indie Band Guru.
- Coordinated music review schedule for site contributors and contributed music reviews on weekly basis.

SKILLS:

OFFICE/ADMIN: Microsoft Office (Word, Outlook, PPT, Excel), Google Suite, Administrative Tasks (Scheduling, Editing, Customer Service), Project Management

PR/SOCIAL: Cision, Muckrack, PR Measurement Tools (TrendKite, Brandwatch, Critical Mention), Social Media Applications and Social Media Calendar Planning, Media campaign development management, Influencer and Blogger Research, Mailchimp, HubSpot Certified

EDUCATION

Boston University — **Graduated May 2018**

Bachelor of Science: Communications

Specialization in Public Relations, Concentration in Sociology — **GPA:** 3.12