

JULIANA FRIZZELL

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RELEVANT EXPERIENCE

Beauty Account Coordinator

January 2018 – Present

RpR Marketing Communications, New York, NY

- Manage the beauty brands: Aveeno® Canada, Neutrogena® Canada and Johnson's® Canada
- Brainstorm and execute creative deliverables, engaging media pitches and client relationship building initiatives
- Secure product giveaways, gift guides and 'swag bag' materials for various occasions and programs
- Monitor daily Brand coverage, sensitive Brand topics and compile Industry Reports for client-facing competitor insights
- Establish RpR's Instagram to strengthen relationships with media and influencers through real-time social engagement

Beauty Public Relations Intern

August 2017 – January 2018

RpR Marketing Communications, New York, NY

- Supported the beauty brands: Aveeno®, Rogaine®, RoC®, Lubriderm® and Le Petit Marseillais™
- Maintained media trackers using Cision and Critical Mention for each beauty brand
- Assisted with event logistics such as travel plans, sourced materials, invite lists and day of event procedures
- Managed product inventory counts for media send-outs and bi-weekly office supplies purchases

Freelance Public Relations Assistant

July 2017 – January 2018

Andrew Sotomayor – Emmy Award-Winning Celebrity Makeup Artist, New York, NY

- Created engaging content for various social media platforms resulting in increased online awareness and followers
- Maintained media tracker, upcoming media press releases and email inbox
- Documented on-site social media content at media events and perform day-to-day administrative tasks

Public Relations & Sponsorship Intern

January 2017 – May 2017

Cincy Chic Lifestyle Publication, Cincinnati, OH

- Assisted at events hosted and promoted by Cincy Chic to drive brand recognition
- Secured raffle and auction items along with promotional 'swag bags' through current clients
- Guest blogger of current lifestyle trends including fashion, beauty, and health

Strategic Partnership Committee

August 2016 – May 2017

Miami University Fashion & Design, Oxford, OH

- Communicated values and future growth of MUFD to over 120 local businesses to encourage sponsorship
- Engaged with local businesses to execute event logistics and promote partnership
- Created promotional 'swag bags' with contributions from local businesses for MUFD events

Marketing/PR Committee

August 2013 – May 2017

Miami University Fashion & Design, Oxford, OH

- Built awareness through multi-platform social media campaigns to drive over \$15,000 in ticket sales
- Developed engaging and innovative PR strategies to broaden reach and social media impressions
- Utilized promotional material to enhance Fashion Show outreach during annual Fashion Week

EDUCATION

Miami University, Oxford, OH

August 2013 – May 2017

- B.A. in Strategic Communication (Media, Journalism, and Film)
- Minor: Fashion and Supply Chain

OTHER EXPERIENCE

Leasing Agent/Community Assistant

March 2015 – May 2017

Miami Preserve Apartment Community, Oxford, OH

- Closed over 100 leases in a calendar year contributing to 100% occupancy of a newly built development
- Promoted sales of over 270 properties through advertising, marketing campaigns, and lead generation
- Audited lease folders and managed resident invoices and accounts payable