

Mallory Dash

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ACCOUNT EXECUTIVE

EDUCATION

McGill University, Montreal, Quebec
Graduated 2007, Bachelor of Arts
Major: Political Science
Minor: Italian

QUALIFICATIONS PROFILE

Hard-working, innovative and creative public relations professional with extensive media relations, event management, and Web 2.0 experience on the agency side with clients ranging from enterprise technology, social networks, gaming, and interactive marketing agencies. Highly experienced at implementing fully integrated PR campaigns across multiple platforms, including print, broadcast, and social media to help clients increase sales and generate revenue.

Excellent communications skills with the emphasis on working with clients to understand goals and execute strategies with maximum ROI. Strong ability to understand client needs, and work effectively with appropriate media to completely fulfill expectations for any given campaign. Extremely organized and proactive with the ability to manage multiple clients and complete several projects simultaneously within time constraints and with high attention to detail.

PROFESSIONAL EXPERIENCE

Dukas Public Relations, New York, NY **Assistant Account Executive, 2008**

Gained valuable experience in technology and online social media marketing communications. Accounts included Paltalk.com, Kiwibox.com, Brand New World and Zeta Interactive.

Developed, researched and executed comprehensive media relations campaigns that garnered national and influential niche media press coverage that helped to achieve each client's objectives. Built strong relationships with clients as the day-to-day client contact. Other account activities included: composing pitches, writing media alerts and press releases, crafting product fact sheets, drafting agendas for weekly client calls, developing media lists, securing and managing editorial calendars, and maintaining speaking calendars and clip books.

Participated in the evaluation of each campaign results against client objectives to determine ROI.

Key Achievements:

- Initiated the formation of Dukas' Web 2.0 interactive offerings, including educating the team on the importance and implementation of social media releases, Twitter, blogger relations and social bookmarking
- Worked on the launch campaigns of several clients and products, gaining press in major tech trades and regional dailies, resulting in major spikes to client Web sites
- Established strong relationships with several key reporters and influencers in the tech and social media spheres
- Represented agency at numerous media and networking events, garnering press within the PR and media industries

Lotus Public Relations, New York, NY **Assistant Account Executive, 2007 – 2008**

Worked closely with clients ranging from small startups to established corporations including BDNA Corporation, CatalystWeb, PokerStars, and the YMCA of Greater New York.

Contributed to the writing of pitch letters, press releases, and product fact sheets that helped to achieve the client's objectives. Handled press tours and trade show pitching, scheduling and logistics to ensure event success. Identified appropriate trade and business editors for upcoming pitches. Read, identified and compiled client media coverage. Supported senior staff, coordinated projects and prepared weekly client status reports.

Key Achievements:

- Secured coverage for clients surrounding important client announcements within diverse media outlets ranging from national wires, regional dailies, and niche trade publications in the gaming and tech space
- Designed creative campaigns for all clients, including comprehensive World Series of Poker campaign for PokerStars, New Year's Resolution campaign for the YMCA, product review program for BDNA and full launch strategy for CatalystWeb
- Initially hired as an intern for a 3-month program, was hired full-time after 1.5 months

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DigitalBlab, www.digitalblab.com Blogger, 2007 – Current

Writing and researching stories for online blog aimed specifically at digital marketers, particularly in the Web 2.0 and social media spaces. Reviewing products, discussing strategy, and engaging with the interactive community.

Key Achievements:

- Increased traffic to DigitalBlab exponentially through the use of social media, including Twitter, social bookmarking, and viral tactics
- Engaged other key social media influencers with relevant posts and cross-commenting
- Continue to represent DigitalBlab at key networking events around New York City

LANGUAGES

- Fluent: English and Spanish
- Intermediate: French and Italian

PROFESSIONAL ASSOCIATIONS

- Public Relations Society of America
- NY Tech Meetup
- Social Media Club NYC