

# JAIMEE CHIPONIS

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## AREAS OF EXPERTISE

- Executive & Admin Assistance • Content Creation • Talent Coordination • Time Management • Interpersonal Communication • Public Relations • Social Media/Digital Strategy • Adaptability
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## EDUCATION

Bachelor of Arts (B.A.), Public Relations – Pennsylvania State University – August 2015 - May 2019

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## PROFESSIONAL EXPERIENCE

### **Executive Assistant to CEO/PR Coordinator** - The influence., June 2021 - Present

- Provide comprehensive support to the CEO; prioritize inquiries while troubleshooting conflicts & ensure smooth day-to-day engagements
- Act as a liaison & provide support to an array of clients, handle logistics for meetings & events; develop, compile, & distribute presentation materials & record minutes
- Prepare & organize press clips and materials, monitor media coverage; coordinate interview requests, social media posts, & promotional material

### **Publicity & Release Planning Assistant** - 610 Management - Seint Monet, May 2021- Present

- Create & coordinate the design and manufacturing of publicity and marketing campaigns; assist teams with implementation
- Pitch Seint Monet for press coverage & field incoming media requests; collaborate with management to schedule interviews
- Provide timely communication regarding release project status; coordinate servicing of music & press materials

### **Publicity Associate/Intern** - The Oriel Co., January 2021 - May 2021

- Composed & edited press releases about upcoming features to be sent to media; liaised with management teams
- Facilitated the delivery of press clips; compiled press clippings to create press kits, coverage books, & quote sheets
- Produced engaging text, image & video content for IG; responded to communications in a timely manner

### **Editorial-Blog Coordinator** - Fan to Band, January 2021 - May 2021

- Scheduled & coordinated team meetings; managed & organized projects & progress
- Generated, researched, & pitched ideas for blog posts
- Edited & promoted content on socials; coordinated with social media team for rollout to include keywords for SEO & coordinating themes

### **Administrative Assistant & Talent Coordinator** - Main Line Models & Talent, Oct 2019 - May 2020

- Streamlined talent acquisition process; matched & submitted prospective talent for castings
  - Optimized portfolio development for talent; built relationships with key personnel & external partners
  - Organized & scheduled appointments, meetings, and travel; submitted & reconciled expense reports
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## SKILLS

- Google Analytics & AdWords • Canva • Working knowledge of Photoshop • Video editing: iMovie • Multiple social media platforms • Google Drive