

Catherine Roman

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Public Relations Intern • Nemer Fieger • January 2014 - Present

- Worked with clients including Universal Studios, Peerless Motorhead Madness, Home + Garden Show, FELD Entertainment, St. Paul Winter Carnival, and Anderson Companies
- Developed comprehensive broadcast, print, radio, and online media lists
- Assisted on live shots from Home + Garden Show
- Assembled press kits, media mailings, and media drops for various events
- Staffed media check-in table at Twin Cities Auto Show
- Conducted market research including SWOT, competitor, and social media analysis
- Identified and cold called potential promotional partners and ran on-site promotional activities
- Coordinated and secured media coverage for Peerless Motorhead Madness
- Managed movie screenings for Universal Studios, Focus Features, and Roadside Attractions
- Pitched local and national media outlets
- Assisted with media tour for actor Alex Pettyfer
- Developed social media and website suggestions for clients

Communications Coordinator • OneVillage Partners • July 2012 - Present

- Developed and implemented social media strategy that increased followers by over 300%
- Managed website including redesign, daily monitoring, and updating
- Created all quarterly newsletters, e-communications, and print materials
- Assisted in the development of a branding and strategy guide
- Wrote and edited dozens of stories for blog and online publications
- Collaborated on major fundraising campaigns generating more than \$100,000
- Compiled media lists, crafted press releases and pitches, and arranged interviews
- Managed volunteers working on social media and website design
- Tripled fundraising budget

Public Relations Intern • Guthrie Theater • January 2013 - June 2013

- Created and maintained media lists for 10 productions
- Pitched stories to local media outlets
- Issued invitations, confirmations, and reminders to over 100 media members
- Worked the press table on 10 opening nights
- Completed clip packets for 15 productions and 3 special events
- Fielded media inquiries regarding opening nights, interviews, and misc. information
- Oversaw 3 media interviews with actors
- Assisted with the execution of the 50th Anniversary Celebration

Other Internships

- Special Events Intern • Minnesota Zoo Foundation • February 2012 - May 2012
- Communications Intern • Scholarship America • September 2011 - December 2011

Experience

Skills

- Technical and Creative Writing
- Pitching
- Compiling and Analyzing Research
- Branding and Strategy Creation
- Audience Analysis
- Media Relations
- Social Media Management
- Fluent in Spanish

Education

University of Minnesota - Twin Cities • Graduated May 2011

Major: Strategic Communications

Minor: Spanish

Software

- Microsoft Office
- Adobe Creative Suite
- Auction Tracker
- Cision
- Mintel
- SMRB
- SRDS
- Ad Spender
- Hoovers
- HTML
- Constant Contact
- Wordpress

Achievements

- Published work appeared on U.S. News & World Report's Blog
- Increased social media following of OVP by over 300% in under a year
- Led Fundraising Campaigns that earned more than \$100,000
- Pitched national media outlets including the Today Show
- Negotiated in-kind Sponsorship with PR Newswire for the PRSA
- Responsible for media relations for the Minnesota chapter of the PRSA
- Assisted in creating a two-page feature in the *Pioneer Press*' Sunday Edition
- Supported Women's Empowerment Initiative which raised more than \$25,000 in one day

Take a Closer Look at: www.catherineroman.yolasite.com