

# NICOLE IANNI

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## EXPERIENCE

### SHARLA FELDSCHER PUBLIC RELATIONS, Philadelphia, PA

January 2012 — Present

#### *Public Relations Intern*

- Develop social media campaigns and strategies for clients to build increased engagement and awareness; coach firm associates on effective social media use; build SEO for client websites and blogs through research and metrics; redesign the firm website for more efficient browsing.
- Write press releases for clients including Live from Loews, Watermark Retirement Communities and Les Richards Menswear resulting in local coverage; plan and execute guerilla marketing tactics for clients; conduct community outreach research and develop strategic relationships with key organizations; develop special events and publicity stunts to gain media coverage.

### PROWL PUBLIC RELATIONS, Philadelphia, PA

April 2011 — Present

#### *Firm Director*

- Motivate, coach and manage 30 staff members of PRowl Public Relations, a PRSA/PRSSA Nationally Affiliated student-run public relations firm at Temple University.
- Responsible for a 150 percent staff increase, 50 percent client increase and 30 percent revenue increase from the previous year of operation.
- Write press releases and pitch local and national media outlets about firm accomplishments resulting in National PRSSA and Temple University coverage.
- Manage the strategy and execution of five client campaigns; recruit student members and perform new business outreach; maintain client relationships; establish client needs and objectives; create campaign evaluations for all clients; develop talent through weekly training sessions and monthly evaluation meetings.
- Blog weekly for the PRowl Public Relations blog, a site with an average of 6,000 monthly readers and ranked number 17 on the list of Top 50 Blogs for the PR Major by Bachelors Degree Online. ([www.prowlpublicrelations.blogspot.com](http://www.prowlpublicrelations.blogspot.com))

#### *Assistant Firm Director*

May 2010 — April 2011

- Developed a complete strategic communications plan to gain more sponsors and participants through pre-event fundraisers, media relations and social media outreach resulting in exceeding the fundraising goal by four percent and participant goal by eight percent.
- Managed an account team of seven during weekly account meetings; supervised the editing of all client documents; coached account executives and staff members by developing weekly workshops for pitching, writing and social media management.

### FLEISCHMAN GERBER & ASSOCIATES, Philadelphia, PA

January 2011 — May 2011

#### *Special Events and PR Intern*

- Wrote and distributed press releases for several clients including Philadelphia Theatre Company, Bristol Riverside Theatre, Israeli International Film Festival and the Anti-Defamation League resulting in coverage in Philly Magazine, WHYY, Philadelphia Inquirer and City Paper.
- Managed day-of event logistics and assisted with the coordination of set-up, volunteers and guest services for the 2011 Support Center for Child Advocates' Annual Benefit and Reception, a 900-guest ticketed event, grossing more than \$250,000.

### WILMA THEATER, Philadelphia, PA

September 2010 — February 2011

#### *Special Events Intern*

- Managed the branding and development of a premiere 250-person fundraising gala through vendor research, community outreach and sponsor cultivation resulting in an increase of \$15,000 from the previous year.
- Organized the fundraising gala silent auction through database generation, written proposals and sponsor relations with businesses and companies within the Tri-State area.

- Served as the primary liaison at community events, responsible for increasing email subscribers and ticket sales through strategic community outreach and distribution of promotional literature through multiple campaigns, including building the Young Friends subscribers base, resulting in an increase of six percent in subscribers.

**THE FRANKLIN INSTITUTE, Philadelphia, PA**

**May 2010 — August 2010**

*Development Events Intern*

- Assisted with the development and execution of the Cleopatra world-premiere gala, a 500-guest, ticketed event grossing more than \$200,000.
- Served as the primary staff responsible for internal and external vendor research, negotiation and on-site contact for a major 400 guest, museum-wide, cultivation event.
- Managed event documentation through data entry, reports and registration in Raiser's Edge, and mail merges in Microsoft Word.

**EDUCATION**

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Temple University, Philadelphia, Pennsylvania

Bachelor of Arts, Strategic Communication – Public Relations

GPA: 3.94; Dean's List Fall '08 – Fall '11; Graduation: May 2012

**HONORS and ACTIVITIES**

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- Recipient of the 2011 Martha Menei Scholarship for excellence and dedication to the field of public relations
- Recipient of the 2011 Lew Klein Excellence in the Media Scholarship for international study
- NIKELA Wildlife Guest Blogger, June 2011 – August 2011 ([www.nikela.org/blog](http://www.nikela.org/blog))
- Public Relations Student Society of America, Temple Chapter, 2008-Present; Executive Board, Public Relations Committee Head Chair Person

**COMPUTER SKILLS**

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- Proficient in Microsoft Office Suite
- Familiar with Raiser's Edge development database
- Skillful with managing social media channels including Facebook, Twitter, LinkedIn and blogging platforms
- Working knowledge of Vocus and AP style