

gabrielle einhorn

Education

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SYRACUSE UNIVERSITY

S.I. Newhouse School of Public Communications
B.S. Public Relations, Minor in Information Management & Technology
Recipient of Newhouse Leadership Scholarship for 4 years

AUG 2021 - MAY 2025
SYRACUSE, NY

Experience

CBS NETWORK PUBLICITY INTERN AT PARAMOUNT GLOBAL

- Sole intern on 20-person publicity team; supported campaigns for Survivor, Big Brother, Poppa's House, Tracker, Matlock, and Tulsa King.
- Escorted talent at red carpets, press junkets, and panels (Daytime Emmy Awards, TCA Press Tour).
- Drafted press releases, storyline posts, and created clip reports for upcoming TV events and episodes.
- Booked travel and reservations, built press itineraries, and coordinated logistics with talent teams.

JUN 2024 - AUG 2024
LOS ANGELES, CA

FOUNDER & MANAGER AT EINHORN ENTERTAINMENT

- Founder and talent manager at digital talent management agency.
- Responsible for advocating, guiding and negotiating for represented talent.
- Focus in content creator vertical and specialty in brand-partnerships optimization.

JUN 2025 - PRESENT
LOS ANGELES, CA

EXTERN AT UNITED TALENT AGENCY

- Observed the lifecycle of talent representation from within the walls of a major talent agency.
- Received professional advice from some of the industry's most prominent agents.
- Gained insight on agency protocol: desk coverage, phone etiquette, workflow pace, etc.

FEB 2026 - PRESENT
LOS ANGELES, CA

SHORT FILM PUBLICIST AT MOLLYMAID PRODUCTIONS

- Directed all promotional efforts of short film "Welcome to the Shit Show" premiered in Jan 2026
- Managing and designing content for all social media related endeavors.
- Arranged all event coordinations for screenings.
- Connected production with composer writing original score.

JUL 2025 - PRESENT
LA AND NYC

PUBLIC RELATIONS INTERN AT CLD PR

- Assisted with event coordination and outreach, contributing to two major branding events.
- Compiled PR lists, sent pitches, and shipped gifting packages for client brands including Celcius, WhiteFox, Talentless, and Juneshine.
- Supported New York Fashion Week gifting suite, working directly with digital talent/influencers and celebrities.
- Checked in talent, provided event details, and escorted them to showroom fittings.

JUN 2023 - SEP 2023
LA AND NYC

PR AND SOCIALS DIRECTOR AT MOODY MAGAZINE

- Managed 6+ social media platforms for student-run magazine.
- Led 20-person team; created sub-teams to run platforms and develop content ideas.
- Conducted influencer and brand outreach by gifting magazines and merchandise.
- Expanded presence through on-campus promotional events.

OCT 2021 - JUN 2023
SYRACUSE, NY

RECEPTION AT MECHE BEVERLY HILLS

- Front desk receptionist at high profile hair salon in Beverly Hills
- Responsible for booking, checking in and out, and assisting the salon's clientele.
- Handled all inquiries via phone call and email.

AUG 2025 - FEB 2026
LOS ANGELES, CA

Skills

- Administrative support: scheduling, communication, organization and multitasking
- Talent/influencer and media relations
- Event coordination and logistics
- Leadership and team management
- Bilingual: English and Spanish