

gabrielle einhorn

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experience

NETWORK PUBLICITY INTERN, *CBS at Paramount Global*

Los Angeles, CA

JUN 2024 - AUG 2024

- Responsible for escorting talent at red carpet events, press junkets and panels, including the Daytime Emmy Awards, and the Television Critics Association Press Tour
- Creating clip reports for upcoming events, drafting storylines to upload to press website for upcoming network TV episodes
- Booking reservations and flights for talent, and creating press itineraries

SOCIAL MEDIA INTERN, *The BT Collective*

New York, NY

SEP 2023- NOV 2023

- Responsible for planning/developing social media campaigns, content creation and platform management for BTC's client, Aunt Jackie's Curls and Coils
- Analyzing running campaigns, monthly metrics reports, trend watching
- Use Adobe applications and Canva to generate content

PUBLIC RELATIONS INTERN, *CLD PR*

Los Angeles, CA

MAY 2023- SEP 2023

- Responsible for compiling influencer lists, creating and sending out pitches, working company events, shipping out influencer gifting packages, and other entertainment and fashion PR related tasks
- Focused in event coordination and outreach, assisted in successfully running two major branding events
- Most recently worked their New York Fashion Week gifting suite event

PR AND SOCIAL MEDIA DIRECTOR, *Moody Magazine*

Syracuse, NY

OCT 2021- MAY 2023

- Responsible for managing 6+ social media platforms for the student-run magazine
- Manage a team of 20, create sub-teams that help run platforms and generate fresh ideas
- Influencers and brand outreach by sending mags and merchandise
- Expanded magazine presence by hosting promotional events around campus

EVENT PLANNING COMMITTEE, *Kappa Kappa Gamma*

Syracuse, NY

APR 2022- OCT 2022

- Active member of the Kappa Kappa Gamma event planning committee
- On a team responsible for planning sorority-wide events such as sisterhood events and formals

CUSTOMER SERVICE, *Club Monaco*

New York City Metropolitan Area

MAY 2022- SEPT 2022

- Part time sales associate at Club Monaco

education

SYRACUSE UNIVERSITY

- S.I. Newhouse School of Public Communications
- B.S. in Public Relations
- Minor in Information Management & Technology
- Studied abroad in Madrid for four months

SEP 2021- MAY 2025

RELEVANT COURSEWORK

- PRL 206: Public Relations Principles and Concepts
- PRL 214: Writing for Public Relations
- PRL 315: Public Relations Research
- COM 509: Communications Law and Practicum
- PRL 376: Content Optimization for Public Relations Writing
- PRL 345: The Ethics of Advocacy
- PRL 424: Public Relations Management and Leadership
- PRL 319: Social Media and Society for Public Relations
- PRL 320: Digital and Social Media Innovative PR
- PRL 425: PR Cases and Campaigns

skills

- Natively fluent in English and Spanish
- Newhouse Leadership Scholarship recipient
- Proficient in multiple adobe applications
- Certifications: PESO Model, Brandwatch, Hubspot SEO
- Background in information management and technology (IT)