

# gabrielle einhorn

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## Education

AUG 2021 - MAY 2025

### SYRACUSE UNIVERSITY

- S.I. Newhouse School of Public Communications
- B.S. Public Relations Minor in Information Management & Technology
- Studied abroad in Madrid and in LA each for one semester

## Experience

### CBS NETWORK PUBLICITY INTERN AT PARAMOUNT GLOBAL

JUN 2024 - AUG 2024

- 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.

### SHORT FILM PUBLICIST AT MOLLYMAID PRODUCTIONS

JUN 2025 - PRESENT

- Directed all promotional efforts of short film "Welcome to the Shit Show" premiering in early 2026
- Managing and designing content for all movie-related social media platforms.
- Connected production with composer writing original score and VFX editor.

### TALENT MANAGER AT EINHORN ENTERTAINMENT

JUL 2025 - PRESENT

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

### PUBLIC RELATIONS INTERN AT CLD PR

JUN 2023 - SEP 2023

- Assisted with event coordination and outreach, contributing to two major branding events.
- Compiled PR lists, drafted/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.

### PR AND SOCIALS DIRECTOR AT MOODY MAGAZINE

OCT 2021 - JUN 2023

- 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.

### SOCIAL MEDIA INTERN AT BT COLLECTIVE

SEP 2023 - NOV 2023

- Planned and developed social media campaigns, content, and platform management for client Aunt Jackie's Curls & Coils.
- Analyzed campaigns, tracked trends, and created monthly metrics reports.
- Designed content using Adobe applications and Canva.

### CUSTOMER SERVICE AT MECHE SALON BH

AUG 2025 - PRESENT

- Receptionist at celebrity hair salon in Beverly Hills
- Responsible for booking, checking in and out, and assisting the salon's high profile client list.
- Handle all inquiries via phone call and email.

## 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