

Paige Bresky

Multimedia Specialist & Content Creator

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www.PaigeBresky.com

EDUCATION

S.I. Newhouse School of Public Communications

Syracuse University May 2010 Graduate
Bachelor of Science: Broadcast Journalism

MARKETING

NEW TIMES/VOICE MEDIA GROUP, Miami, FL MULTIMEDIA MARKETING SPECIALIST

Summer '15 – Present

- Sell print ads, digital and mobile banners, email marketing and event sponsorships to local businesses in Broward Palm Beach and Miami-Dade
- Create tailored campaigns around each business's unique KPIs and provide reporting on all deliverables
- Sell SEO, SEM, Programmatic Marketing, Native Advertising, PPC, Website Builds and Development
- Maintain growing list of local, national and international accounts

INDEPENDENT CONSULTING

JUMBO LUXURY CARS, Hollywood, FL MANGOS RESTAURANT & LOUNGE, Fort Lauderdale, FL

**Summer '16 – Fall '18
Winter '18 – Spring '18**

PUBLIC RELATIONS

KIP HUNTER MARKETING DIRECTOR OF BUSINESS DEVELOPMENT

Spring '18 – Summer '18

- Organized meetings to close business with new accounts
- Created company media kit
- Created Post Event Photo Items recapping recent events
- Wrote calendar listings for clients' events
- Created Fact Sheets for clients' new products or projects
- Wrote LTOs for clients' new offerings
- Wrote Press Releases and Media Alerts for important announcements
- Used Cision to locate and pitch media contacts
- Communicated with local media and bloggers to receive and secure coverage for clients
- Located coverage using Metro Monitor
- Assisted in media buying for clients
- Assisted with content creation for clients' social media
- Booked entertainment and served as on-site contact for several client events

ON-CAMERA TALENT (FREELANCE)

DINING DIVAS TV (*Culinary Show*): **WSFL/THE CW: CH. 39**, Miami, FL
USSSA FASTPITCH SOFTBALL (*Sports - Digital*), Sunrise, FL
TRAVELHOST MAGAZINE (*Meet the Chefs of Greater Fort Lauderdale - Digital*)
VIP-TV (*Events & Corporate Videos*): **WSFL/THE CW: CH. 39**, Miami, FL
EYE ON SOUTH FLORIDA (*Lifestyle & Events*): **CH. 16**, Miami, FL
THE BEACH CHANNEL: CH. 19 (*Lifestyle & Corporate Videos*), Miami, FL
MIAMI POP MEDIA (*Lifestyle & Events - Digital*), Miami, FL
KURRIOSITY.COM (*Health & Fitness - Digital*), Deerfield Beach, FL

**Spring '18 – Present
Winter 2019
Fall 2018
Summer '14 – Spring'18
Spring '13 – Spring '18
Summer 2016
Spring 2013
Summer '12 – Spring '13**

MEDIA

WPEC-TV: CBS 12, West Palm Beach, FL

Summer '10 - Winter '11

WEB CONTENT PRODUCER & HOST/ASSIGNMENT DESK EDITOR

- Wrote and/or edited stories for website using local news, AP wires, press releases, etc.
- Uploaded and frequently updated stories and photographs on web using Onset
- Rolled on shows and edited video for web using Avid
- Input all video to web from show webcasts, "Weather On Demand" and newscast packages using Brightcove Studio • •
- Streamed noon-casts live
- Assigned and confirmed weekend reporters' locations for live shots
- Booked guests and musicians including Vanilla Ice for in studio appearances
- Hosted daily "Pet of the Day" web segments

PRODUCTION (FREELANCE)

SHINE AMERICA, Brooklyn, NY

Summer 2013

THE FACE TALENT COORDINATOR

Spring 2013

BUNIM-MURRAY PRODUCTIONS, Miami Beach, FL

MTV REAL WORLD SEASON 29: CASTING RECRUITER

Spring 2012

MTV NETWORKS- LOGO, New York, NY

Fall 2011

RU PAUL'S DRAG RACE PRODUCTION ASSOCIATE

Fall 2011

ONSET PRODUCTIONS, Miami Beach, FL

MTV2 SUCKER FREE AWARDS CASTING ASSISTANT

Fall 2011

AMERICAN IDOL PRODUCTIONS, East Rutherford, NJ

AMERICAN IDOL PRODUCTION ASSISTANT

Summer 2011

SIRENS MEDIA, New York, NY

THE REAL HOUSEWIVES OF NEW JERSEY OFFICE PRODUCTION ASSISTANT

Spring 2011

BLUE ORBIT PRODUCTIONS, Newark, NJ

X-FACTOR PRODUCTION ASSISTANT

MARATHON PRODUCTIONS, New York, NY

Spring 2011

AMERICA'S GOT TALENT PRODUCTION ASSISTANT

PRECISION EVENT GROUP, New York, NY

Spring 2011

SELF MAGAZINE WORKOUT IN THE PARK PRODUCTION ASSISTANT

30 FPS PRODUCTIONS INC., Glen Cove, NY

2004 - 2011

PRODUCTION COORDINATOR/SCRIPT SUPERVISER/TALENT

MIRROR AWARDS, New York, NY

Summer 2010

PERSONAL ASSISTANT DURING CEREMONY TO KATIE COURIC & DAVID ZASLAV

INTERNSHIPS

MTV NETWORKS, New York, NY

Summer 2009

TRUE LIFE PRODUCTION INTERN

FOX 5 WNYW, New York, NY

Summer 2009

NEWSROOM INTERN

THE KNOT, New York, NY

Summer 2007

PUBLIC RELATIONS INTERN

SKILLS

- Proficient with Cision research
- Proficient with Mail Chimp and Constant Contact
- Professionally trained on Adobe Premiere Pro CS6, Avid, Final Cut Pro 7, Linear editing, iMovie, ENPS
- Proficient with Microsoft Office (Word, Excel, PowerPoint) and Lexis-Nexis
- Producing Social Media Content Calendars
- Writing Press Releases
- Organizing Events
- Content Creation
- Creating tailored marketing campaigns
- Fluent in English and Hebrew, Conversational in French