Paige Bresky

Multimedia Specialist & Content Creator

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**EDUCATION**

**S.I. Newhouse School of Public Communications**

Syracuse University May 2010 Graduate

Bachelor of Science: Broadcast Journalism

**MULTIMEDIA MARKETING**

**FAMILY & COSMETIC DENTISTRY**, Bay Harbor Islands, FL **Spring ’21 – Summer ‘22**

***MARKETING DIRECTOR***

● Created image and video content for social media and managed FB, IG, YT and TikTok postings daily ● Created postcards for holiday mailings and distributed to existing patients and new movers ● Served as spokesperson for product and service demo videos ● Designed content for company brochure including QR codes ● Organized “Fall giveaway” Smile Makeover contest ● Designed branded swag for Wynwood and Sunny Isles giveaways to attract new patients ● Created literature for waiting room ● Created digital displays for waiting room TVs using Raydiant ● Added content to website including testimonials, before & afters, blog, etc. ● Acquired press coverage and editorials in local magazines

**MIAMI NEW TIMES PUBLISHER/VOICE MEDIA GROUP**, Hollywood, FL **Summer ‘15 – Summer ‘20**

***MULTIMEDIA MARKETING SPECIALIST*** *(FT TO IC)*

● 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

**LAW OFFICES OF MICHAEL LAMONSOFF,** New York, NY **Summer ’19 – Winter ‘19** ***DIRECTOR OF MARKETING*** ● Hired and collaborated with vendors to create a visually appealing, navigation and SEO-friendly  website ● Led in-bound direct marketing by building and deploying captivating emails for holidays with HubSpot  or Constant Contact ● Wrote and mailed birthday cards to our database of clients ● Ordered promotional items for clients, office and staff ● Mailed client appreciation gifts for settlement folder and various case landmarks ● Designed unique content for social media use using Canva and Unsplash and posted to multiple  channels daily ● Hired and collaborated with digital agency to spread awareness and drive conversions via  Programmatic and Native advertising ● Copywrote press releases and blogs ● Reviewed Referral sources and KPIs through Google Analytics and TrialWorks ● Participated in monthly progression calls with Avvo to monitor conversions and keywords ● Rented storage and shipped/organized all swag inventory to new storage ● Hired new production agency to film commercial and formulate storyboard for commercial ● Met with various TV networks and radio stations for media buying ● Copywrote scripts for radio campaigns catering to ideal target audience of male Hispanic construction  workers ● Organized construction site initiative to pass out swag bags to construction workers ● Initiated various tactics to receive and monitor reviews ● Tracked ROI for all marketing initiatives weekly and optimized whenever necessary

***INDEPENDENT CONSULTING FOR MARKETING & PR* MINDS COWORKING,** Wynwood, FL  **Winter ’21 – Spring ‘21**

**JUMBO LUXURY CARS**, Hollywood, FL **Summer ’16 –** **Fall ‘18**

**MANGOS RESTAURANT & LOUNGE**, Fort Lauderdale, FL  **Winter ’18 – Spring ’18 PUBLIC RELATIONS**

**KIP HUNTER MARKETING**, Fort Lauderdale, FL  **Spring ’18 – Summer ‘18**

***DIRECTOR OF BUSINESS DEVELOPMENT***

● Organized meetings to close business with new accounts ● Created company media kit ● Created Post Event Photo Items recapping recent events ● Copywrote 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 media contacts ● Communicated with local media and bloggers to receive and secure coverage for clients ● Monitored coverage using Metro Monitor ● Assisted in media buying for clients ● Assisted with content creation for social media ● Booked entertainment and served as on-site contact for several client events

**MEDIA**

**WPEC-TV: CBS 12**, West Palm Beach, FL **Summer ‘10 - Winter ‘11**

***WEB CONTENT PRODUCER & HOST/ASSIGNMENT DESK EDITOR***

● Copywrote 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 for in-studio appearances ● Hosted daily “Pet of the Day” web segments

**ON-CAMERA HOSTING/REPORTING/SPOKESPERSON TALENT (FREELANCE)**

**DINING DIVAS TV** (*Culinary Show*): **WSFL/THE CW: CH 39,** Miami, FL **Spring ‘18 – Summer ‘20**

**VIP-TV** (*Events & Corporate Videos*): **WSFL/THE CW: CH 39,** Miami, FL **Summer ‘14 – Spring’18**

**EYE ON SOUTH FLORIDA** *(Lifestyle & Events*): **CH. 16,** Miami, FL **Spring ‘13 – Spring ‘18**

**TRAVELHOST MAGAZINE** (*Meet the Chefs of Greater Ft Lauderdale - Digital*) **Fall 2018**

**THE BEACH CHANNEL** (*Lifestyle & Corporate Videos*),Miami, FL **Summer 2016**

**MIAMI POP MEDIA** *(Lifestyle & Events*), Miami, FL **Spring 2013**

**KURRIOSITY.COM** (*Health & Fitness*), Deerfield Beach, FL **Summer ’12 – Spring ‘13**

**PRODUCTION (FREELANCE)**

**SHINE AMERICA**, Brooklyn, NY **Summer 2013**

THE FACE ***TALENT COORDINATOR***

**BUNIM-MURRAY PRODUCTIONS,** Miami Beach, FL **Spring 2013**

MTV REAL WORLD SEASON 29: ***CASTING RECRUITER***

**MTV NETWORKS- LOGO**, New York, NY  **Spring 2012**

RU PAUL’S DRAG RACE ***PRODUCTION ASSOCIATE***

**ONSET PRODUCTIONS,** Miami Beach, FL **Fall 2011**

*MTV2 SUCKER FREE AWARDS* ***CASTING ASSISTANT***

**AMERICAN IDOL PRODUCTIONS,** East Rutherford, NJ **Fall 2011**

*AMERICAN IDOL* ***PRODUCTION ASSISTANT***

**SIRENS MEDIA**, New York, NY **Summer 2011**

*THE REAL HOUSEWIVES OF NJ OFFICE* ***PRODUCTION ASSISTANT***

**BLUE ORBIT PRODUCTIONS**, Newark, NJ **Spring 2011**

*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– *TRUE LIFE PRODUCTION INTERN* **Summer 2009**

**FOX 5 WNYW**, New York, NY – *NEWSROOM INTERN*  **Summer 2009**

**THE KNOT**, New York, NY – *PUBLIC RELATIONS INTERN*  **Summer 2007**

**SKILLS**

● Proficient with Cision research ● Mail Chimp ● Constant Contact ● Google My Business ● Adobe Premiere Pro CS6 ● Avid ● Final Cut Pro 7

● Linear editing ● Adobe Photoshop ● Audacity ● iMovie ● ENPS ● Microsoft Word ● Microsoft Excel ● Microsoft Office ● PowerPoint ● Lexis-Nexis ● Canva ● Trello ● Social Media Management ● Copywriting ● Organizing Events ● Content Producer ● Media Buying ● Digital Marketing

● Producing and Distributing Press Releases ● Video Producing ● Designing and Ordering Promo Materials ● Direct Mail ● Corporate Spokesperson ● Fluent in English and Hebrew ● Conversational in French