

Carrie Buchwalter

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www.carriebuchwalter.weebly.com

Experience

MARKETING ASSISTANT, Wildlife Conservation Society, Bronx NY *12/2009 - present*

- Streamlined process for creating promotional materials, significantly reducing creation time
- Oversee on-site public programming and event staff, from all stages (planning to breakdown)
- Assisted with creating a plan for an integrated advertising campaign across five parks
- Write copy for distribution across various media channels
- Manage department budget

PUBLIC RELATIONS INTERN, Fizzy Lizzy Sparkling Juice Company, New York, NY *05/2008 – 08/2008*

- Initiated and maintained company presence on social media
- Launched outreach to local food and parenting bloggers
- Wrote and distributed press releases and press kits to local, regional and international media

MARKETING INTERN, Electric Artists Marketing Services, New York, NY *06/2007 – 08/2007*

- Researched and reported on trends and viral websites *05/2006 – 08/2006*
 - Promoted entertainment clients via the Internet, specifically social media
 - Promoted to employee-intern liaison in 2007
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Education

MA International Public Relations Cardiff University (Wales, UK), 2009

BS Integrated Marketing Communications Ithaca College, 2008

Skills & Characteristics

- Microsoft Office Suite
 - WordPerfect
 - Comfortable on telephone
 - Team orientated
 - Adaptable
 - Strong under pressure
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Memberships

- Young Executive Member, Advertising Women of New York (2009 – 2011)
- Associate Member, Public Relations Society of America (2009 – 2011)