

Emelee Conroy

Profile

Accomplished entrepreneur, Public Relations Manager, and Marketing expert skilled in leading a small team. Successfully managed a fashion accessories brand from design and production to event launches. Supervised federal government exhibitions at various trade shows.

Work Experience

● EVERINA | January 2017 - present

Co-Founder

- Manage 120+ wholesale accounts; big retailers and boutiques
- Develop business growth strategies
- Manage fashion trade shows
- Manage experiential marketing and pop-up events
- Lead influencer partnerships and social media promotions
- Manage brand marketing strategies; social media and digital

● INDONESIA TRADE PROMOTION CENTER

LOS ANGELES | March 2011 - December 2016

Marketing & Public Relations Manager

- Cultivate and manage positive media relationships, collaborating across outlets to effectively secure exciting coverage about trade with Indonesia
- Create and pitch innovative stories that will elevate made-in-Indonesia products
- Attend trade shows connect with media from U.S publications specializing in each respected industry
- After every trade show and major event, write press materials in AP style while meeting tight deadlines
- Track and monitor media coverage of Indonesia's trade with U.S, make necessary responds and press releases
- Manage PR & experiential marketing events - such as media luncheon, gala, to fashion show
- Manage PR outreach; local LA media and influencers

● KARLA OTTO & PREFACE PR | Jan 2010 - March 2011

Intern

- Research recent media coverage about our clients (designers)
- Write monthly report and data on clients media coverage & social media growth
- Assist Account Manager with sample pulling with celeb stylists
- Assist showroom appointments

Contact

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Education

● University of California Los Angeles

Certificate in Public Relations

Completed in 2012

● Broadcast Journalism General Studies

Montgomery College

Skills

- Project Management
- Writing Effective Press Release
- Experiential Marketing
- Interpersonal Skills
- Communication Skills

Personality type: "The Protagonist"
(ENFJ-A)

- Individual traits: Extraverted – 81%, Intuitive – 57%, Feeling – 61%, Judging – 72%, Assertive – 62%
- Role: Diplomat
Strategy: People Mastery

Awards

2022 | ACCESSORIES COUNCIL

**Design Excellence Award,
Fashion Go Best of the Best**