

ELIZABETH POWERS

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EDUCATION

2016-2020 • Butler University

B.A. in International Studies & Strategic Communication with a specialization in Public Relations, member of Alpha Phi and PRSSA

Spring 2019 • Milano Fashion Institute & IES Abroad

“Brand Communication Strategies”, “Managing Fashion & Luxury Companies”, and “Fashion Press/PR.” Study abroad focused on editorial shooting, fashion reporting, organizing trend reports, fashion PR writing and the contemporary fashion communication landscape.

EXPERIENCE

PR SHOWROOM ASSISTANT | VEGAN FASHION WEEK

Los Angeles, CA (Remote) | September 2020 - Present

- Created a digital press kit with VFW analytics, client information, and relevant media placements.
- Compiled daily press clippings and tracked print, digital, and social media press placements.
- Integrated and organized database for existing celebrity, influencer, press, and stylist contact lists.
- Performed administrative tasks including client email correspondence, sample requests, and copywriting.
- Wrote press releases and pitched stories to journalists, secured press in Vogue Mexico and relevant vegan publications.

PUBLIC RELATIONS INTERN | MEGAMEGA PROJECTS

New York, NY | June 2019 - August 2019

- Assisted the team in curating social media and lookbook content.
- Consulted stylists on pull requests for fashion editorials, celebrity dressings, and other press inquiries.
- Integrated and organized data on Fashion GPS as well as performed inventory audits which maximized the efficiency of processing current client inventory.
- Organized and exhibited fashion and fine jewelry for client showings and seasonal markets.
- Processed press samples and compiled daily press clippings.
- Performed administrative tasks including client email correspondence, press sample shipments, and calendar organization.
- Tracked press placements and compiled contact information on existing and prospective clients.

EDITORIAL INTERN | FLAWLESS MILANO

Milan, Italy | January 2019 - May 2019

- Assisted the editorial team with editorial and social media copywriting.
- Assisted with event management for the release of Flawless' newest endeavor, Flawless Turin.
- Created content for a variety of online platforms including the website, Facebook and Instagram.
- Compiled social media analytic reports and performed monthly competitor analyses.
- Ensured all translated articles and media content cohered to the brand identity of the luxury lifestyle guide for Florence, Milan, and Turin.
- Conceptualized new communication strategies to optimize that Flawless Milano successfully reached its international audience through the introduction of IGTV, IG highlights, and Facebook events.

DIRECTOR OF SOCIAL MEDIA | ALPHA PHI

Indianapolis, IN | December 2017 - December 2018

- Designed current website. Managed all social media platforms represented by our Chapter which included the Tumblr, Instagram, Twitter and Facebook.
- Developed, planned, and organized social media calendars using Excel, Hootsuite, and UNUM.
- Curated content weekly on all platforms to optimize engagement with potential new members and highlight the inviting atmosphere of the house.
- Created an aesthetically pleasing digital presence that aligned with the brand and represented the diverse women of Alpha Phi.
- Increased Instagram following by 1,000+ followers through content promotion and relevant engagement.

SKILLS

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|------------------------|--------------------------|-------------------------------|---------------------------|
| • AP Style | • Digital Media Planning | • Launchmetrics (Fashion GPS) | • PR Writing |
| • Adobe Creative Suite | • Event Planning | • Microsoft Office Suite | • Public Speaking |
| • Cision | • GSuite | • Mintel | • Social Media Management |
| • Copywriting | • Influencer Research | • Nexis Uni | • WordPress |