

NADINE DANIELLE LEE

PUBLIC RELATIONS, CONTENT CREATION & SOCIAL MEDIA MANAGEMENT

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What do PR, content creation and social media have in common? They tell stories.

As a PR professional with over two years of agency experience, I help my clients in the consumer lifestyle, entertainment and health sectors share their stories by stringing together the right words, creating bespoke content and crafting social media posts that resonate deeply with their audience.

EXPERIENCE

ACCOUNT COORDINATOR

MANGO COMMUNICATIONS | 2017 - CURRENT

CLIENTS: Coles, Maxwell & Williams, Monster Jam, Dairy Australia, National Hearing Care, Swimwear Galore, Cottons

- Built strong media and influencer relationships
- Developed and cultivated client relationships
- Monitored, clipped and evaluated coverage
- Created robust weekly, monthly, quarterly, end-of-year and end-of-campaign reports
- Wrote and designed press releases and pitches
- Managed interstate media calls and event
- Created content for social media
- Developed media and strategy plans
- Assisted in crisis communications
- Assisted in new business pitches
- Event management
- Intern management

PROJECT COORDINATOR

CITY PRECINCT | 2017

- Key spokesperson and lead for City Sessions
- Created marketing and communications strategy
- Developed an end-of-campaign report that included market research

PUBLIC RELATIONS & EVENTS ASSISTANT

PAPERMILL MEDIA | 2017

- Wrote press releases and EDMs
- Created bespoke content for Parc Vue Press
- Pitched to media and influencers
- Engaged in media and influencer research
- Social media management and engagement
- Event management

CONTENT WRITER & MARKETING INTERN

ON THE LIST MELBOURNE | 2015 - 2017

- Wrote event and lifestyle pieces
- Managed content planning and analytics across various social media platforms
- Created content for Facebook and Instagram
- Liaised with notable personalities and PR agencies

PUBLIC RELATIONS INTERN

REYMOND COMMUNICATIONS | 2016 - 2017

- Created social media and end-of-year reports
- Liaised with media and influencers
- Created media and client briefing documents
- Edited press releases
- Handled social media management and engagement for agency and clients

BRAND MANAGEMENT INTERN

ESQUIRE PHILIPPINES | 2015 - 2016

- Key spokesperson for *Esquire's Best New Restaurants of 2015*
- Crafted a creative advertising proposal for 2016
- Improved Esquire's competitive marketing analysis and conducted general marketing activities

EDUCATION

BACHELOR OF ARTS, MAJOR IN MEDIA & COMMUNICATIONS

UNIVERSITY OF MELBOURNE | 2013 - 2016

SUMMER INTENSIVE, CONSUMER BEHAVIOR

LONDON SCHOOL OF ECONOMICS | 2015

SKILLS

- Media and influencer relations and management
- Media monitoring and reporting
- Media and strategy planning
- Client management
- Adobe Photoshop and InDesign
- Content creation
- Social media management
- Event management

LET'S CONNECT HERE