

Elizabeth Adan

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Public Relations, Marketing & Events

Senior Publicist & Graphic Designer (*Three Girls Media, Inc.*) *September 2014 - Present*

- Garnered 235 media mentions & a publicity value of \$125K+ in Q4 2016 for a hospitality client
- Increased a client's Twitter following by 400% in 20 months
- Created & distributed press releases with 2,388 views, 16 link clicks & 276 postings
- Organized events for a Silicon Valley hotel including a new restaurant opening, fashion show & clothing drive
- Secured editorial media placements in Entrepreneur, CIO, The Washington Post, Conde Nast Traveler & more
- Coached & trained 3 new interns/publicists
- Regularly blogged 300-2,500 words with SEO in mind
- Created images for marketing collateral, website banners, logos & social media advertisements
- Designed infographics, collages, newsletter & visuals for major social networks, increasing shares
- Initiated creation of a community service program
- Promoted from Publicist in December 2015; promoted to Graphic Designer in July 2016

Regional Brand Ambassador (*Premier Planning & Promotions, The Chill Group*) *May 2014 - Present*

- Executed on-premise beverage events & activations, achieving a sales conversion rate of 4 customers per hour
- Focused on reaching local markets & new demographics for brands including Bacardi, Grey Goose, JUST CHILL, Humm Kombucha & Bridgeport Brewing

Student Brand Manager (*Red Bull North America*) *August 2012 - May 2013*

- Built a plan to impact 20% of Washington State University's 26,000 students in 8 months, increasing sales by 11% in Eastern WA
- Created a new local activation, "Red Bull Fade," which promoted the Red Bull Editions product line
- Organized events including: Red Bull Rampage 2012, Red Bull Stratos 2012 Red Bull Air Drop 2013, Red Bull Play & Destroy, Red Bull Chariot Race, Movie Premiere 'We'
- Secured a campus bar contract; balanced weekly product orders and stayed within budget
- Converted 3 Greek houses to "Red Bull only" parties
- Published Best Practice reports in the Red Bull University forum
- Generated local media coverage, driving readership of The Red Bulletin magazine

Education

Research Excavator	<i>June 2013</i>
<i>Belize Valley National Institute of Culture and History, Cayo District, Belize</i>	
B.A., Anthropology; B.A., Strategic Communication - Public Relations	<i>May 2013</i>
<i>Washington State University Edward R. Murrow College of Communication, Pullman, WA</i>	
Study Abroad, International Marketing	<i>May 2013</i>
<i>University of Economics, Prague, Czech Republic</i>	
	<i>July 2011</i>

Twitter: @BethAdanPR

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