

Amber Sabri

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Portfolio: <https://ambersabripwixsite.com/portfolio> • Blog: www.missambersabri.com

Experience

Coyne PR – Parsippany, New Jersey

Oct 2019 – Oct 2020

Account Coordinator

- Construct and execute influencer/celebrity campaigns; managing 100+ influencers, and earning 4.55MM+ earned media impressions across three social channels building the clients' social presence
- Secure media placements at top tier media outlets to promote brand launches and maintain brand relevancy in the media
- Monitor media outlets daily for multiple clients media placements; create and maintain monthly clipping logs for client's archive, as well as, create monthly press reports for clients
- Brainstorm, research, develop, and manage client new product campaigns to build media relationships with media mailers and gain media coverage to build brand's online/media presence
- Keep pulse on 10+ competitors and industry news involving the industry to update and inform clients
- Participate in client campaign team brainstorms and generate PR strategy for each client's needs
- Manage samples across all brands for press mailings and celebrity/influencer gifting opportunities

Anthropologie – New York, New York

July 2019 – Oct 2019

Public Relations Assistant

- Maintained, sent, and monitored sample requests and returns from 50+ editors, publications, and influencers
- Monitored the brand's daily press placements; compiled daily and monthly media reports for the brand
- Brainstormed, organized, and monitored events for influencer and media relations
- Generated and managed press placements for long lead and short lead publications

Christian Siriano – New York, New York

May 2018 – Aug 2018

Public Relations Intern

- Prepared showroom and assisted in the office during showings for Resort Wear 2018 Market Day
- Packaged and delivered gowns, jewelry, and clothing to editors, stylists, and clients
- Assisted in the preparation and set-up of the brand's New York Fashion Week show the following Fall season

PR Consulting- New York, New York

Jan 2017- April 2017

Public Relations Intern

- Prepared monthly press and media reports informing clients where and when samples were sent
- Managed samples trafficking and shipping procedures with over 100+ samples across four clients
- Helped with set-up and management of clients' New York Fashion Week show
- Helped and managed on Press Day for the 50+ clients and 100+ media and editors visiting the showroom

Education

Rutgers University- New Brunswick, NJ

May 2018- May 2020

School of Communication and Information – Master of Communication and Media

- Specialization in Public Relations

Rutgers University – New Brunswick, NJ

Sept 2015 – May 2019

School of Arts and Sciences and School of Communication and Information

- Political Science and Communication Specializing in Public Relations

Skills/Software

- Public Relations Writing
- Trend researching, influencer research, and brand research
- Fashion GPS, Cision, HYPR, MuckRack, TVEye,