

# ALLY ROOS

• creative communications specialist & brand strategist •

With 5+ years of experience in the lifestyle space, I have had the opportunity to work with a variety of high-end and boutique clients to enhance brand image through creative storytelling. With a focus on strategic planning, creative brand partnerships and events, along with a curated network of strong media connections, I have successfully secured exposure for clients within nationally recognized media outlets such as *Vogue*, *Travel + Leisure*, CBS, and more.

## EXPERIENCE

- 3/2019-present**      **bread & Butter Public Relations (New York, NY) - Senior Account Executive**  
*PR Account Executive (3/'19 -'6/'20)*
- Act as account lead for clients including Marriott International, Visit Tucson, Equinox Golf Resort & Spa, The Don CeSar Hotel, Loews Hotels, Discover Louisiana, etc.
  - Oversee communication strategy in alignment with varying client objectives
  - Craft all written materials such as targeted media outreach, client reporting, media alerts, event briefs, call sheets, and more
  - Conduct new business outreach and pitch capabilities to potential clients
  - Oversee junior team members and b&B's NYC internship program
- 3/2017-3/2019**      **MGA Media Group (New York, NY) - Account Executive**  
*PR Account Coordinator ( 3/'17-3/'18)*
- Strategized on PR campaigns and initiatives for a accounts including Cunard, Renaissance New York Midtown Hotel, The Port of Quebec, Visit Faroe Islands, etc.
  - Drafted official communication and distributed to key targeted media contacts
  - Assisted in execution of hosted media FAMs, press conferences, and deskside appointments
  - Prepared reports and presentations on earned coverage and strategy and designed presentations for new business opportunities
- 6/2016-3/2017**      **SocialMadeSimple (Boston, MA) - Social Marketing Client Manager**
- Managed and maintained social media accounts for clients in a variety of industries including retail, real estate, hospitality, and more
  - Created custom social media campaigns for Facebook and Instagram, and executed tailored social advertisement strategy
  - Analyzed campaign results using relevant industry metrics
- 5/2015 - 6/2016**      **CBH Communications (Boston, MA) - PR Account Assistant**  
*PR Intern (5/'15 - 1/'16)*
- Assisted on accounts including restaurants, chef personalities', and retailers including Indochino, Aquitaine Group, Polar Beverages, Ma Maison, etc.
  - Drafted press materials for targeted media outreach to garner local, regional, and national media coverage

## EDUCATION

University of Massachusetts, Amherst ('16)  
BA Communication, Political Science

Lorenzo De Medici, Florence Italy ('15)  
Studies included: Art History, Communications, Event Management