

ERICA DIAS

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PROFESSIONAL SUMMARY

Experienced Publicist, and Activation Curator with well-rounded experience various sectors. My unique background has given me a comprehensive understanding of the multicultural hospitality industry, politics, entertainment, lifestyle and sports.

HIGHLIGHTS

- Increased website traffic for various clients by 45% after developing and independently initiating an aggressive strategy to improve sales.
- Member of Forbes For The Culture
- Contributor for several publications
 - Member of Urban League
- Active volunteer for Habitat of Humanity, St .Jude, The Covenant House , & several other non-profits
- Features in Black Enterprise, Huffington Post, Yahoo Finance
Fox5 , CBS46 and more

CORE COMPETENCIES

- Researching, Writing, and Editing
 - Copywriting
 - Digital Storytelling
- Ability to work independently
 - Advertising Sales
 - Microsoft Office Suite
 - Project Management
 - Experienced with SEO

WORK EXPERIENCE

THE B FIRM PR , ATLANTA GA

Publicist / Activation Curator 1/2014 - Current

- I lead strategy and day-to-day account management, curate and manage logistics for brand event activations, and develop 360 PR campaign strategies
- I craft creative press angles for client placements featured in Forbes, TODAY Show, NY Times, CBS46, Fox 5, CNN & more
- I produce experiential event activation's including; grand openings, charity galas, product launches and film premieres
- Manage influencer marketing & seed product placements
- Coordinate all internal request for our celebrity clientele
- Spearhead agency internship program mentoring over 20 students to program completion.

HYPE HAIR MAGAZINE , ATLANTA GA

Publicist / Beauty Editor :: 7/2019 - 11/2020

- Responsible for overseeing cover selections, beauty department, social media, digital, and marketing
- Coordinated cover release event activations
- Worked with social media director, to monitor public content metrics to make informed decisions on content
- Hired freelance writers and coached writers to develop stories and coordinate with industry experts to ensure all information is accurate.
- Co-managed freelance photographers, graphic designers, wardrobe stylist, hairstylist and other creative personnel for visual content
- Worked closely with the publisher, digital director, and social media director to deliver advertisement placements and sponsored content
- Strategized a comprehensive overhaul of the magazine's rebranding , content in 2019 and 2020, to transition the print publication to a digital-only resource.

JBD HOSPITALITY , SAN FRANCISCO CA

Private Events Director :: 8/2005 – 12/2013

- Senior Level Sales Manager responsible for selling, planning and coordinating of all aspects of private events and meeting functions held within the club, including the anticipation of staffing levels necessary to service needs. External markets may encompass seminars, wedding events, luncheons, high tea and golf tournament events, holiday parties, special events and more.
- Generated a definitive sales and marketing plan to achieve departmental revenue goals and increase public awareness and visibility.
- Served as an ambassador within the club, fostering relationships with members, individuals and corporations who book events so as to maintain a catalogue of repeat business while prospecting for new events. The role of ambassador extends eternally from the club to bridal shows and other public events, which heightened awareness within the community.

Education:

City College of San Francisco,

Associates Degree in Fashion Merchandising
2002-2005

Fashion Institute of Technology

Bachelors of Arts Degree in Marketing
2006-2008