

ERICA DIAS

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PROFESSIONAL SUMMARY

Seasoned Sales Professional, Event Planner, Publicist,
and Freelance Journalist

HIGHLIGHTS

- Planned over 1000 events

Executed over 40 events for various luxury brands
including; Neiman Marcus, NARS, Saks, La'Perla,
Macys, Burberry, Nordstroms

CORE COMPETENCIES

- Researching, Writing, and Editing
 - Digital Storytelling
 - Sales & Marketing
 - Project Management

Education:

City College of San Francisco
Associates Degree in Fashion Merchandising
2002-2005
Fashion Institute of Technology
Marketing
2006

WORK EXPERIENCE

VENUE 901

Event Manager :: 10/2022 - Current

- I respond to site and telephone inquiries
- Conduct site tours
- Effectively lease event space
- Prepare and explain lease-related paperwork
- Provide marketing and public relations services for company
- Assist in collection, posting and depositing of event rental payments
- Provide onsite floral arrangements for events
- Assist with training staff and day to day functions of maintaining an orderly event space

THE B FIRM PR

Publicist / Activation Curator :: 1/2016 - Current

- I lead strategy and day-to-day account management, or multi-million dollar brands, manage logistics for brand events and develop 360 PR campaign strategies
- I craft creative press angles for client placements featured in Forbes, HLTV, KPRC2, NY Times, CBS46, Fox 5, CNN & more
- I produce experiential events including; grand openings, book signings, charity galas, product launches and film premieres
- Manage influencer marketing & seed product placements
- I coordinate all internal request for our celebrity clientele

105.3 FM THE BEAT / I-HEART RADIO

Segment Producer :: 2/2022 - 3/2023

- I worked closely with the EP while developing and executing daily plan for continuous breaking and live coverage
- I assisted with writing and production of the social media content as needed
- Planned, booked and execute guest interviews and radio segments for radio host
- Partnered with content creators across I-Heart Radio and the community to identify story and guest segment opportunities for the livestream
- I provided event support, for key radio host

JBD HOSPITALITY

Sales Manager / Events Director :: 3/ 2010 – 1/ 2015

- Responsible for selling, planning and coordinating all aspects of private events and meeting functions held within the venue.
- Generated a definitive sales and marketing plan to achieve departmental revenue goals and increase public awareness and visibility
- Served as an ambassador within the company, fostering relationships with clients, individuals and corporations who book events