

# ERICA DIAS

Contact #: 415-305-2359  
Fashion101ed@gmail.com

## **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