

Devon Alter

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PREVIOUS WORK EXPERIENCE:

Launch787

Austin, TX

Media Relations Coordinator – Austin Fashion Week

July-August 2010

- Managed media credential applications and media lists for 100+ press outlets
- Covered broadcast, print and online interviews before and during the more than 120 Austin Fashion Week events
- Designer liaison: Created itineraries and managed transportation for design teams behind labels Celestino, Chloe Dao and Line & Dot
- Managed media check in at the Kick Off event and Austin Fashion Awards
- Prepared event materials: talent cheat sheet, tip sheet and photo captions
- Clipped press breaks and serviced to the Launch787 team and participating designers
- Reported directly to the lead publicist on the media relations team

Business Press –Comunicaciones Integradas

Buenos Aires, Argentina

Project Leader – International Press Communications

January-March 2010

- Spearheaded international press communications for Buenos Aires Fashion Week (BAFWEEK): created multiple international media lists, translated press materials and acted as the lead international press contact
- Conducted correspondence in both English and Spanish
- Worked with the BAFWEEK team to balance the needs of the journalists and designers to allow for efficient and complete coverage of the three day event and 15 runway shows

Cohn & Wolfe Read-Poland

Austin, TX

Public Affairs Intern

June-December 2008

- Drafted media lists and press materials to garner local media coverage for clients and influence city ordinances
- Conducted weekly blog and news searches to monitor conversation and presence
- Sorted through thousands of news and blog posts on RSS readers for new business research
- Formatted, edited and maintained Web content for clients weekly or as needed
- Assisted in running the media center at the Nike+ Human Race with more than 12,000 runners; contacted local media to re-gain coverage lost to breaking news (Consumer Team)
- Worked closely with the Hispanic media team to effectively maintain media relationships and made calls in Spanish for pitches to Latin media sources (Hispanic Media team)

Studio PR (Viewpoint)

New York, NY

Public Relations Intern

June-August 2007

- Wrote and distributed press materials for clients weekly
- Managed a month-to-month file of previous and future product placements and product placement portfolios from trade and consumer publications for 5 brands
- Assisted in the creation of live and pre-recorded “trend tracking” video segments for CBS News; wrote segment scripts, set up visuals for the shoot and researched featured products

David Yurman, Inc.

New York, NY

Marketing Intern

June-August 2007

- Created and maintained yearly calendar showing the efforts of each of 200 retailers, worked with senior marketing manager to prevent overlap in saturated markets
- Developed shoot-management skills; handled products for photo shoots for upcoming ads

EDUCATION:

The University of Texas-Austin Major: Public relations

University Honors, Dean's List

Graduation: May 2009

Minor: Business foundations

GPA: 3.93

SPECIAL SKILLS: Proficient in Spanish, Certified MUA