

Emanuela Cariolagian

Work Experience

2006 - 2007 Consultant Serving as Director of Marketing & Special Events – MINX Restaurant & Lounge (Pre-Opening to Post-Opening)

Direct and manage marketing, public relations, advertising, special events, film location marketing, sponsorships, promotions, collateral materials, Web site development and email marketing, community relations efforts and grand opening events including opening and celebrity VIP launch parties. Spearhead the interviewing, hiring and managing of marketing related grand opening efforts including celebrity wranglers, celebrity publicists, public relations agency, photography/photo shoots, video production, event coordination, promotional vendors. Manage event client relationships and catering event contracts as well plan and execute on-site and off-site events for private, corporate, charity and entertainment industry functions.

Consultant for EDGE COMMUNICATIONS

Serve as client relations and media relations manager for virtual PR agency working with new media clients including Bid4Spots, ClipBlast.com, Xignite

2005 - 2006 Account Supervisor – FischerHealth, A Porter Novelli Company

Developed monthly budget and scope of work for client programs and team staffing. Implemented public relations plans. Developed and edited documents such as strategic partnership announcements, news releases and other public documents. Managed and implemented corporate and product announcements. Built media relationships in the healthcare field. Collaborated with team members in project implementation. Provided media updates and reports.

Client Roster: Loma Linda Medical Center (political initiative), Boston Scientific (community relations initiative), ALSIUS, Alere Medical, I-Flow Corporation

2004 – 2005

Public Relations Consultant

- MINX Restaurant & Lounge: Developed strategic plan for pre-opening and launch marketing and public relations efforts
- GOLIN/HARRIS INTERNATIONAL: Conducted media relations for Mattel tween, girl and boy divisional products
- CARRY ON: Conducted media relations for IHOP and JDate
- ROGERS & ASSOCIATES: Conducted media and client relations for Honda's Acura luxury division
- INSPIRING MINDS: Conducted media and client relations for Santa Monica Festival, Angels Gate Cultural Center
- RYAN JIMENEZ & CO: Conducted media relations for West Hollywood Avenues of Art & Design Walk (2005 and 2006), Pacific Serenades
- THE HONIG COMPANY: Conducted media and client relations for MomReady.com, Mainstream Advertising, SearchVortals.com
- EDGE COMMUNICATIONS: Serve as client relations and media relations manager for virtual PR agency working with international and non-profit sector businesses including BurgoPak (UK), Donat/Wald advertising agency for eHarmony.com, Freelanthropy and Kaiser Permanente
- ALONG CAME MARY PRODUCTIONS: Serve as talent escort for Grammy's Celebration at L.A. Convention Center (2005, 2006 and 2007 Post-Event Parties)
- PRO-BONO: Armenian National Committee, Consulate of Romania, HopeNet charity, Romanian-American Professional Network

2002 – 2004 Marketing & Client Relations Manager/Financial Advisor – UBS (formerly PaineWebber)

Served as client relations and marketing communications manager with more than 600 clients. Worked with the marketing department to develop the team's Web site, brochure and quarterly newsletter. Held dual roles: 1) created and built a brand strategy and image for clients and prospects and 2) conducted proactive client contact to conduct periodic portfolio review meetings and increased client interaction to improve relationships and increase new business, revenues and referrals.

1999 – 2002 Senior Account Executive – Golin/Harris (G/H) International – Los Angeles Office

Provided strategic public relations counsel and planning for start-up to Fortune 500 clients. Developed new business proposals and presentations, public relations and marketing plans to develop client image/media relations and implement strategic plans within budget and deadlines. Built and managed media

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relationships. Developed written documents such as strategic partnership announcements, news releases, fact sheets, executive biographies, key messages, Q&As and other public documents. Managed new product launches and corporate announcements. Oversaw team members in project implementation. Provided regular client reports. Worked with G/H global and IPG parent company networks for media campaigns and events. Chaired G/H's GIVE Committee (agency's philanthropic arm) and spearheaded American Red Cross blood drives.

Client Roster: Amazon.com, Creative Labs, Forrester Research, Kurzweil Technologies Inc., MusicMatch (now Yahoo! Music), Nintendo of America, Pinnacle Systems, PreviewTravel (now Travelocity), Toyota, Venetian Hotel & Resort/Opening of Guggenheim Museums, Verizon Wireless and Winfire (Private, public and pre-IPO companies)

1997 – 1999 Account Executive – Manning, Selvage & Lee – Los Angeles Office

Managed and implemented public relations and promotional campaigns including corporate announcements, new product introductions, promotional mailings and marketing tie-ins such as radio promotions and teaser mailings. Scheduled analyst and media briefings, secured speaking engagements for executives at conferences and trade shows and organized special events including company parties and publicity for charity events. Served as a conduit for clients, media and vendors. Promoted from associate account executive to account executive after nine months.

Client Roster: Absolut Vodka, Activision, Disney, EarthLink Network, ESPN.com, GM OnStar, LucasArts Entertainment, Pediatric AIDS Foundation's "A Time For Heroes", Mitsubishi, Mattel, Nestle and Oscar.com

1993 – 1995

1996 – 1997

Associate Account Executive – KPR Inc. – Granada Hills, CA

Implemented product review programs, developed media relationships, drafted news releases, fielded media inquiries, scheduled and staffed trade show meetings.

1995 – 1996

Intern -- The Bohle Company – Century City, CA

Implemented product review programs, developed media relationships, fielded media inquiries for clients including Packard Bell and interactive and software companies. Conducted media outreach for coverage of Kodak's Tournament of Roses Parade and Queen's Brunch.

Affiliations/Leadership

Toastmasters International, active member and speaker (2000 – 2002)
Public Relations Society of America (Vice President with Young Professionals section)
American Marketing Association (Collegiate President and Vice President)
Catholic Charities (Translator)

Skills

Proficient in MS-Outlook, Word, Excel, PowerPoint, ACT and Goldmine relationship databases
Multilingual and multicultural experiences and travels; fluency in Romanian, Armenian and some Spanish

Awards

Fall 1997 – Trevett Award for *Outstanding Young Professional*

Awarded by Public Relations Society of America

Spring 1996 – Academic Scholarship – Cal State Northridge

Awarded by School of Business, Marketing Department

Education

California State University, Northridge

Bachelor of Science, business administration, marketing emphasis