



# ERICA *EP* PASTORE

## CONTACT

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## ABOUT

I am a hard working and reliable student seeking a full time position in the field of public relations and strategic communications, where I can apply my current knowledge and skills for continuous improvement.

## PROFESSIONAL SKILLS

- Trained in the Disney Company's world class guest experience
- Final Cut Pro - Video Editing
- Social Media Strategy
- Verbal and written communication
- Leadership
- Google Suite of Tools
- Google Analytics
- Microsoft Suite of Tools

## PERSONAL SKILLS

- Reliable and professional
- Organized
- Time management
- Team player
- Fast learner
- Motivated
- Self Starter
- Thrive in fast paced environment

## WORK EXPERIENCE

### PR & PARTNERSHIPS INTERN

BYBRUNO | JULY 2020 - PRESENT

- Responsible for developing communications strategies to elevate brand image
- Strategize and execute PR campaigns and brand partnerships
- Serve as a primary influencer contact responsible for responding to and managing gifting and samples for influencers
- Actively monitor competitor and media landscapes

### PR & INFLUENCER RELATIONS INTERN

BAREMINERALS | SEPTEMBER 2019 - JAN 2020

- Helped ideate creative PR/influencer outreach for new launches and existing evergreen core product support
- Organized and upkept influencer seeding lists and master contact database
- Analyzed performance of influencer initiatives and assisted in the tracking of social media coverage from influencer partnerships
- Assisted with development and distribution of mailers and send outs as well as US PR events
- Monitored and reported on competitor activity and brainstorm unique ideas for US PR tactics

### PR & ADMINISTRATIVE MANAGER

MARREK COMPANIES | JUNE 2016 - SEPTEMBER 2019

- Create marketing/PR materials including brochures and handouts,
- Provided efficient and professional administrative services to colleagues and supervisors; provide excellent customer service to customers
- Maintained accurate client files, company contracts and insurance certificates
- Audit invoices against purchase orders and budget for cost accounting entry and payables

### MERCHANDISING INTERN - DISNEY COLLEGE PROGRAM

THE WALT DISNEY COMPANY | JAN 2019 - MAY 2019

- Delivered daily guest service to thousands of guests per day in a Fortune 100 company
- Actively displayed the "Four Keys" of the Walt Disney Company; Safety, Courtesy, Show, and Efficiency
- Demonstrated ability to manage multiple tasks and work well under pressure in a fast paced environment
- Responsible for ensuring guest satisfaction by giving prompt, friendly and knowledgeable service sales; assist customers with product selection, payment, or returns.

## EDUCATION

### RUTGERS UNIVERSITY

BACHELOR OF ARTS, MAJOR IN STRATEGIC COMMUNICATION AND PUBLIC RELATIONS | ANTICIPATED DEC' 2020 | GPA 3.86

### ISI FLORENCE

STUDY ABROAD SPRING 2020 SEMESTER | GPA 4.0

## ACHIEVEMENTS AND HONORS

### WALT DISNEY COMPANY

Received a total of five Four Keys Achievement Cards in a 4 month time period from leaders, coworkers and guests

### RUTGERS UNIVERSITY

Member of Lambda Pi Eta, Communication Honor Society