

RICHARD SAXE COULSON

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professional summary

Personable Public Relations Specialist who works tirelessly at building effective relationships with clients, agencies, media professionals, and staff members. Maintains a sense of humor under pressure while meeting tight deadlines.

skills

- Media relations
- Event planning
- Social Media Expert
- Meticulous editor
- Personable and friendly
- Strong written and verbal communication skills
- Analytical
- Well-Organized

work history

US Editor

Nov 2013 - Current

Data Transmission

New York City, NY

- Wrote and edited over 25 articles within time of employment thus far.
- Managed a team of over 25 writers, marketing and social media personnel, and sales representatives.

President

Oct 2013 - Current

Enroot PR & Marketing

New York City, NY

- Created detailed and quality PR and Marketing campaigns to gain traction in the highly competitive and overwhelming scene of House and Techno for over 20 artists and record labels.
- Maintained and established media relations with influential publications and streams to maintain and increase brand awareness.
- Built stories and critical acclaim via social media and word of mouth advertising and marketing.

Corporate Executive Officer

Jan 2011 - Current

Biohazard Promotions

New York, NY

- Managed promotions for over 1000 and assisted in the planning and execution of over 80 events since company has been in operation.
- Conducted market analysis and monitored competitors.
- Designed and implemented strategic business plan objectives.
- Consulted with advertising sources to arrange promotional campaigns in all types of media.
- Managed all internal, external and crisis communications.
- Wrote and edited articles, web content, advertising copy, periodicals and publications for internal and external audiences. Developed innovative marketing and PR strategies.

Press Relations

Sep 2012 - Nov 2014

Zenbi Recordings

Washington, DC

- Wrote press materials and made presentations to media representatives.
- Collaborated with media to increase company and product coverage and promote the company brand.
- Developed innovative marketing and PR strategies.

Marketing and Public Relations Representative

Feb 2012 - Jul 2013

Sullivan Room

New York City, NY

- Conducted market analysis and monitored competitive activity.
- Wrote press materials, made presentations to media and promotions representatives, posted in highly trafficked forums, websites, and social media; increased awareness by 20%.
- Attended 50 events each year to preserve relations with industry professionals and raised brand awareness through innovative marketing and PR strategies.

Inside Sales Representative

Dec 2007 - Aug 2010

Laserserv Inc

Richmond, Va

- Generated my own leads and quotes and saw sale through to full close generating over 500 new customers within time of employment.
- Increased revenues of company by 30% while driving customers away from strong competitors.

Inside Sales Representative

Apr 2007 - Aug 2007

Ribbons & Rolls

Richmond, Va

- Generated my own leads and gained over 50 new customers within first month of employment.

Advertising Sales

Nov 2006 - Apr 2007

97.3 WRIR

Richmond, VA

- Generated my own leads and established 25 new underwriting spots during time period with company.

education

Bachelor of Science: Communications and Media Studies

2006

James Madison University

Harrisonburg, VA

- 3.2 GPA