

RICHARD SAXE COULSON

Da Nang, Vietnam | +84 38-988-0432 | rscoulson@enrootpr.com

◆ www.linkedin.com/in/saxecoulson ◆ www.facebook.com/saxe.colson ◆ www.twitter.com/saxecoulson

professional summary

Personable Public Relations and Event Specialist working 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 – April 2016
New York, NY

Data Transmission

- Wrote and edited over 50 articles within time of employment.
- Managed a team of 30 writers and photographers nationwide.

Founder & President

Oct 2013 - Current
New York, NY

Enroot PR & Marketing

- Created detailed and quality PR and Marketing campaigns to gain traction in the highly competitive and overwhelming scene of electronic music for over 50 artists, record labels, and event promoters.
- Maintained and established media relations with influential publications and media outlets to maintain and increase brand awareness.
- Built stories and critical acclaim via social media and word of mouth advertising and marketing.

Partner

Jan 2011 - Aug 2016
New York, NY

Biohazard Promotions

- Managed promotions for over 1000 events 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
Washington, DC

Zenbi Recordings

- 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
New York City, NY

Sullivan Room

- 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
Richmond, Va

Laserserv Inc

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.

education

Bachelor of Science: Communications and Media Studies

2006

James Madison University

Harrisonburg, VA

3.2 GPA