

## EXECUTIVE SUMMARY

My goals as a Public Relations executive are to improve user engagement through the use of social media. I believe that with the help of social media platforms such as Instagram and Twitter any company can garner a larger following of loyal customers whether they're a startup or an already large and influential company. My long term goals include starting my own Public Relations firm where I can help both individuals as well as companies gain a larger audience and look good. My short term goal would be to work with streaming companies such as Netflix or Hulu on improving their user interface and becoming more accessible to a wider audience.

One of my biggest strengths is being able to pinpoint and appeal to my target audience when it comes to writing. I believe that through writing in a way that is honest and appealing to your target audience, whether it be for advertisements or social media posts, any company or person can gain the trust of their audience. I am organized and goal oriented and I will not stop working until I complete the tasks necessary to reach whatever professional goal I am given. In addition to being heavily educated in writing, I am also quite knowledgeable when it comes to software such as Adobe Premiere, iMovie, and Photoshop. I have worked with both Windows PC and Macbooks and I am skilled with creating Excel spreadsheets.

I have a Bachelor's degree in Journalism with an emphasis in Public Relations from California State University, Northridge. I have taken extensive coursework in regards to professional writing in Journalism and Public Relations as well as analyzing Public Relations campaigns and creating them.

Brew- jeria  
Contact: Cristina Boktor  
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For Immediate Release

### **First Female Owned Brewery in San Fernando Valley**

NORTHRIDGE, Calif. (Oct. 10, 2019) ---- Brew-jeria is a locally owned small brewery in the San Fernando Valley. It is on the cross street of Devonshire and Reseda in Reseda, CA. Brew- jeria is set for their grand opening on Saturday october 24 2019, just in time for Halloween. The grand opening will include live acts from local artists as well as a free flight and tarot card reading for the first 100 patrons.

Brew- jeria was founded by Cristina Boktor and best friend, Lupe Torres. Boktor and Torres often frequented breweries as they were big fans of craft beer and found that not only was the valley lacking in terms of the craft brewery scene but upon further research they also found that very few breweries were female owned, only 3 in all of Los Angeles. These factors inspired Brew-jeria.

“Brew-jeria is a first of its kind in Los Angeles, we strive for the most comfortable at home experience”- Cristina Boktor, Founder

The small business intends to make huge changes to the beer brewing industry. Previous to brew-jeria, beer was a man's world but Brew-jeria aims to make drinking a more comfortable, inclusive experience. Brew-jeria not only has creatively named

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beverages but each brew is inspired by the owners special taste buds, the seats are

comfortable and there's a little touch of magic and creativity in every visit with local artist performances and an in house psychic.

The idea of Brew-jeria began early 2018. The San Fernando Valley had no female owned breweries and only 3 within a 10 mile radius to CSUN. The owners wanted to change that. Craft beer has been growing in popularity but they all followed the same philosophy- male oriented sports breweries with loud music and uncomfortable seats. Brew-jeria aims to change that philosophy to something with a more homey touch. The idea behind Brew-jeria's setup was a coffee shop with beer. Comfortable seating with sofas and bean bag chairs, music volume at a conversational level and gentle lighting.

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## BREW-JERIA COMPANY BACKGROUNDER

Brew-jeria is a female owned beer brewery. On Friday and Saturday nights our establishment allows local artists and musicians to perform. We provide a variety of events weekly which can be viewed on our Instagram, @Brew-jeria. If you wish to host an event, please contact us on our Instagram.

We welcome everyone from all walks of life to come and join us for a cold beer and a good time. As a female owned business, we support female empowerment and success. We want to provide a safe place for young women to drink, dance, and live life to the best of their ability and we take pride in housing a safe and healthy environment for the LGBTQ community as well. We frown upon any sexist, demeaning, or violent language against any and all communities of people. Here at Brew- jeria we believe that magic can only be performed from a place of light and love and as such we ask that everyone respect one another whether it be young or old, male or female, black or white. We donate a portion of our profits to Women for Women International. As of right now, we only operate locally.

As a small brewery we only have eight employees. We do not discriminate based on gender, orientation, race, or otherwise but you do have to be over the age of 21 to work for Brew-jeria. We value family and community and we want our patrons and employees to always feel safe and at home. Our operations and headquarters are located here inside of Brew- jeria.

We are one of very few females founded, owned, and operated breweries in California and currently the only one here in the San Fernando Valley. Here at Brew- jeria, it's not

just about beer and peanuts, it's about community. We hope to bring more encourage growth and acceptance within our local community.

Brew-jeria started with two best friends, Cristina Boktor and Lupe Torres. We used to frequent breweries around town and one day we just decided to try it on our own. We tried out home brewing first and after perfecting our recipe and finding the right warehouse, Brew-jeria officially opened in June 2019.

## EXECUTIVE BIOGRAPHY

Cristina Boktor is the Chief Executive Officer (CEO) and co-founder of Brew-jeria. Boktor has a hands-on approach of managing the company and handles the outsourcing of selecting Brew-jeria craft beers as well as serving and working at the Brew-jeria headquarters in Northridge, CA. [MOU1] Boktor founded Brew-jeria in January 2021 with the co-founder and her best friend Guadalupe Torrero. Boktor began working on her dream of creating Brew- jeria in early 2018 and learned the art of creating craft beer. She and Torrero began learning how to brew beer and create tasty recipes in Boktor's garage and later went on to open their location in Northridge, CA.

Boktor graduated from California State University, Northridge in 2019 with a bachelor's degree in Journalism. She worked on her degree and her dream of owning a brewery and meanwhile wrote freelance for publications such as Rolling Stone Magazine and Fangoria. Boktor is an advocate of female empowerment and news literacy and often donates to women's rights organizations and works with schools of grade k- 12 to teach news literacy and fact checking to young students.

Boktor grew up with her best friend and co-founder Torrero and in their early twenties they often discussed owning a business that was not only fun for them but also beneficial to the community. Together they wanted to create a place in the San Fernando Valley where patrons could consume good food, cheap but delicious beer, and display their arts and passions. Boktor came from a family of Egyptian immigrants of lower socioeconomic status and spent a life fearing that her voice would never be

heard. She was a female in a culture where women were never seen as equals to men, as a result of her upbringing, she wanted to make sure that women and those of lesser wealth would find a place where their voices would always be heard and they'd always feel safe and comfortable.

## PITCH LETTER

Subject: Media Alert: First Female Owned Brewery to Open in the Valley with a Magic Touch.

Dear Editor Lee,

Did you know that there are only 3 female owned breweries in all of Los Angeles? Brew-jeria is the first female owned craft brewery to open in the San Fernando Valley and is giving out one free flight of beer to new patrons from October 1 to November 30. Brew-jeria is a craft brewery that focuses on female empowerment and the occult. We have open mic nights every Tuesday as well as performances by local bands every Saturday. We see that your October issue is focused on female empowerment and the spooky season and we hope you will consider Brew-jeria in your coverage.

- Brew-jeria is having a promotion for free flights of beer.
- Brew-jeria sells beer and t-shirts, displays art, and has live performances and an in-house psychic and Tarot card reader.
- Brew-jeria is located Northridge, CA
- Brew-jeria opened in January 2018 and has been operating ever since. We will have a free flight deal from October to November. We have open mic nights every Tuesday and live performances by local bands every Friday.[MOU2]
- Brew-jeria focuses on the occult and we love spooky season here so we will be perfect for your October issue.
- We create the beer in the warehouse and we offer tours every day from 4-7 to see how we brew each creation.



Enclosed is the following information:

- Press release
- Backgrounder
- Fact sheet

Please contact me if you have any questions or need additional materials. We look forward to your response.

Cristina Boktor

CEO of Brew-jeria

