

Tess Coward

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Work Experience

APRIL 2025- PRESENT

ASTRSK PR, New York, NY- ACCOUNT EXECUTIVE

- Build and implement client PR strategies
- Lead client communications and calls with company executives
- Draft press releases and pitches; organize day-of-outreach for major announcements
- Create and execute social media campaigns for ASTRSK social media including TikTok, Instagram and LinkedIn

JUNE 2025- APRIL 2025

SolComms, New York, NY- MARKETING and SOCIAL MEDIA COORDINATOR

- Create and execute social media campaigns for SolComms social media including TikTok, Instagram and LinkedIn
- Produce engaging mixed media content including graphics, videos and written copy
- Build, manage and update weekly and monthly social media content calendars
- Coordinate and secure influencer and brand partnership campaigns
- Manage community engagement

MARCH 2024- JUNE 2025

SolComms, New York, NY- JUNIOR ACCOUNT EXECUTIVE

- Manage Account Coordinators; aid in time management assistance, onboarding and task delegation
- Design company merchandise and assorted marketing materials
- Coordinate and own client communications
- Draft press releases and pitches; organize day-of-outreach for major announcements
- Maintain media relationships to secure client coverage
- Support PR campaigns, including events and product launches
- Managed administrative tasks like creating agendas and call recaps

JUNE 2023- MARCH 2024

SolComms, New York, NY- ACCOUNT COORDINATOR

- Create comprehensive and clint-facing call agenda and recaps
- Upload press releases to Business Wire and News Wire
- Build media contact lists using MuckRack and Rocket Reach
- Proficiency in Google Workspace (Docs, Sheets, Slides)
- Independently draft pitches for targeted media outreach
- Managed the invoicing process for client expenses
- Cultivate and nurture professional relationships with media contacts

JANUARY 2023- JUNE 2023

Brandsway Creative, New York, NY- EXECUTIVE ASSISTANT

- Calendar management
- Scheduling appointments and meetings
- Organize and book travel arrangements
- Record keeping and file management

- Prepare essential documents such as new client contracts
- Proficiency in MS Office Suite (Word, Excel, PowerPoint, Outlook)
- Build media contact lists using Rocket Reach and Fashion GPS

APRIL 2022- DECEMBER 2022

Family Assistant, Boulder, CO- NANNY

- Supervise a neurodivergent three year old, part time, Monday- Friday
- Accompany the child to various occupational therapists and tutors
- Transport a child from school to home everyday
- Keep consistent communication with the family
- Flexible with scheduling and work additional hours when needed
- Manage the child's schedule and transport them to appointments and extracurriculars
- Occasional pet care and house sitting

Education

AUGUST 2018 - Graduated, DECEMBER 2022

University of Colorado, Boulder

English- Creative Writing Bachelor's Degree | Emphasis on Fiction Writing

Relevant Skills

Software: Proficient in all major social media platforms (TikTok, Instagram, LinkedIn, Facebook, X/Twitter, etc.) and content organization. Extremely versed in Canva, CapCut, Google Workspace, and Microsoft Office Suite. Experienced in media distribution platforms such as Business Wire and News Wire and in media contact tools such as MuckRack, Rocket Reach and Fashion GPS.

Soft Skills: Social media strategy, campaign management, and content creation. Influencer and partnership coordination, community engagement, and brand building. Drafting press releases, pitches, and client communications; securing and maintaining media relationships. Event coordination, product launch support, and marketing material design.

Personal: Creative, positive, reliable and hardworking. Excellent communication skills and works well with others. Experienced in managing high-stress environments. Passionate about creativity, inclusivity, marketing, design, social media and writing.