

# ARIA ZELNIK DESHE

## EXECUTIVE PUBLIC RELATIONS STRATEGIST

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Experienced and award-winning freelance Public Relations and Communications strategist with a proven track record in driving effective brand-building campaigns. Successfully secured top-tier media coverage in prestigious publications like The Wall Street Journal, CNBC, CNN, Vogue, Vanity Fair, TechCrunch, The New York Times, and The New York Post. Seeking an Executive Freelance Consultant position to deliver customized PR solutions and cultivate strong relationships with media and stakeholders. Skilled at thriving on challenges, embracing innovation, and providing strategic communication solutions that strengthen business relationships and drive tangible outcomes. Known for professionalism in building strong connections with media and high-level stakeholders, ensuring successful outcomes and positive press.

## CORE COMPETENCIES

- Strategy Development & Execution
- Stakeholder Engagement
- Client Relationship Management
- Leadership and Teamwork
- Analytics and Reporting
- Media Relations
- Public Relations Campaigns
- Crisis Communication Management
- Brand Development and Positioning
- Content Creation and Copywriting

## PROFESSIONAL EXPERIENCE

### EXECUTIVE PR STRATEGIST | PRINCIPAL CONSULTANT

#### ARIA DESHE PUBLIC RELATIONS

- Develop, present, and implement strategic multifaceted marketing and PR plans for various clients across multiple practice areas.
- Perform editorial pitching and placement of standalone features and profiles, as well as inclusion in roundups and trend stories (print, broadcast, and online).
- Achieve pitching and placement of client spokespeople as expert sources (print, broadcast, and online).
- Create strategic and tactical program recommendations for client accounts.
- Ensure the strategic value and highest quality of client deliverables.
- Research and develop creative methods to pitch client brands, products, spokespeople, and events, creating additional exposure.
- Work collaboratively with other departments to define and direct client marketing programs that align with their broader vision and goals.
- Generate and take on new business leads to enhance and grow client portfolios.
- Develop new client proposals and manage budgets for existing client accounts and initiatives.
- Implement data-driven strategies and leverage market research to identify emerging trends and consumer insights, providing valuable guidance to clients and driving impactful PR and marketing campaigns.
- Received industry recognition and awards for outstanding achievements in PR and marketing, showcasing a consistent track record of delivering exceptional results and driving business success.

## **VICE PRESIDENT**

### **RUBENSTEIN PUBLIC RELATIONS**

- Developed comprehensive PR strategies aligned with client goals and effectively communicated their key messages to target audiences. Leverage market insights and trends to identify new opportunities for brand positioning and thought leadership.
- Fostered strong relationships with key media outlets, influencers, and industry stakeholders, effectively expanding brand networks and securing high-profile media placements to maximize brand exposure.
- Led crisis management efforts, developing and executing proactive strategies to mitigate potential reputation risks and swiftly respond to challenging situations, safeguarding brand reputation and maintaining stakeholder trust.
- Demonstrated expertise in digital media and social media management, leveraging innovative digital strategies and technologies to drive engagement, increase brand visibility, and achieve measurable results.
- Consistently exceeded client expectations by delivering exceptional results, surpassing key performance indicators, and receiving accolades and positive feedback from clients and stakeholders.
- Led, mentored, and guided cross-functional teams, fostering a collaborative and high-performing work environment and consistently achieving project milestones and client objectives.
- Successfully managed complex projects with tight deadlines and competing priorities, demonstrating strong organizational skills, attention to detail, and an ability to thrive in fast-paced, high-pressure environments.
- Proactively identified and capitalized on business development opportunities, resulting in significant revenue growth and the expansion of the client b

## **CROWNE DEVELOPMENT**

### **VP CORPORATE COMMUNICATIONS & BUSINESS DEVELOPMENT**

- Developed and implemented crisis communication strategies
- Conducted market research and competitive analysis to inform PR and marketing campaigns
- Managed social media platforms and digital marketing efforts
- Coordinated company events and sponsorships
- Oversaw the creation and maintenance of the corporate website
- Established and maintained relationships with industry influencers and media contacts
- Monitored media coverage and prepared media monitoring reports
- Provided strategic counsel to senior executives on communication matters

## **LEVY PUBLIC RELATIONS & EVENTS**

### **DIRECTOR OF PUBLIC RELATIONS**

- Conducted client presentations and pitches to secure new business
- Monitored industry trends and identified opportunities for clients
- Managed client budgets and ensure ROI for PR and marketing activities
- Coordinated and executed press conferences and media events
- Established and maintained relationships with journalists, bloggers, and influencers
- Conducted media training for clients and spokespersons
- Oversaw the creation and production of marketing collaterals and promotional materials
- Conducted post-campaign analysis and prepared comprehensive reports for clients

## **UNIQLO USA**

### **PUBLIC RELATIONS MANAGER**

- Coordinated and executed media tours and press junkets
- Managed crisis communication and reputation management for the brand

## PROFESSIONAL EXPERIENCE (CONTINUED)

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- Developed strategic messaging for product launches and brand initiatives
- Collaborated with cross-functional teams to ensure brand consistency in all communications
- Monitored and analyzed media coverage to identify PR opportunities and challenges
- Oversaw the development of press kits, press releases, and media materials
- Managed relationships with key media contacts and industry influencers
- Conducted media training for company spokespersons and executives

## EDUCATION

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Bachelor of Arts | Indiana University at Bloomington

## CLIENT PORTFOLIO

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American Eagle Outfitters · 7th Level Communications · Apply Digital · Arro Financial · Braeburn Whiskey · ARF Creatio · Cyph · Delshah Capital · Diamond Banc · DLTx · Emanate · Fluf Haus · Gary Nader / NLAAM · Kajeet IRA Financial · Kaon · Karius · Khosla Ventures · Kusi Training · Latv Networks · Limitless · Liquid Marketplace Localize · Lure Essentials · MORF Gallery · NAN & Associates · Nexla · NFTG · Next Earth · RXMD · Seed Health · Stephen Wayda · The Bloc · Virtual Brands Group · Bright's Creek · VR World · Walker Labs · Yuluka Health  
Marriott Hotels · George Wayne · Burnt Finance · Recurate · Brown Harris Stevens