

Cheyenne Ashleigh Padgett

P: 516-410-9503 E: chey.ashleigh1@gmail.com IG: @cheyenne_ashleigh

PR Experience

Intrepid Marketing Group (*Account Supervisor*) Oct. 2020 - Present

- Serve as the day-to-day PR manager for sports, non-profit, healthcare and CPG clients (including the V Foundation, Braswell Family Farms, The Mudcats, Swing Racquet + Paddle, Raleigh Tennis Association, Sola Coffee, The Victory Ride, etc.)
- Build trust and become a valued advisor for clients by understanding their goals/objectives and providing solutions for roadblocks that arise
- Draft/back up strategic plans with informed-opinions based on hands-on knowledge
- Represent the PR interests of clients within external mixed marketing campaigns with ESPN, BMS, Constellation Brands, etc.
- Assist in podcast ideation and media outreach efforts
- Provide PR counsel, write clear media strategies/plans, and secure top tier, national, regional, trade and local earned media placements in print, online, broadcast, radio and podcast outlets
- Cultivate earned media relationships via zoom meet ups, phone calls, networking, etc.
- Motivate and coach junior team members and interns
- Lead new business outreach, proposal creation, and presentation when applicable

QUINN (*Senior Account Executive*) Jan. 2017 – April 2020

- Manage daily activities on travel, real estate, and lifestyle accounts including The Ritz-Carlton Residences, Miami Beach, Zuma Miami, Solé Miami, Amrit Ocean Resort & Residences, Lionheart Capital, Turnberry Ocean Club, dbakers Sweet Studio, and more
- Serve as the primary day-to-day contact for media and clients
- Write PR plans, media strategies, press releases, media alerts, pitches, bios, and quotes
- Secure consistent top tier media placements + key relationships with active pitching
- Actively monitor Google analytics highlighting ROI of all placements
- Curate partnership ideations and initiate outreach, coordination and implementation (Including NBA, The Harvard Club, Christie's, Barry's Bootcamp, Poosh, Goop, etc.)
- Act as a key player in creative ideation and presentation for new business proposals

CooperKatz & Co (*PR Intern*) Sept. 2016 – Jan. 2017

- Research events, media contacts, and media clippings via Cision + Meltwater
- Research and compose content for social media posts and marketing opportunities
- Create media pitches and communicate with reporters and media outlets

Meta Healthcare IT Solutions (*Marketing/PR Intern*) May 2016 – Sept. 2016

- Develop press releases, email campaigns, and presentations
- Create website content for news platform and company blog
- Worked with mass emailing platforms such as Constant Contact

Victoria's Secret PINK (*Marketing and PR Campus Representative*) Aug. 2014 – July 2016

- Create PR campaigns and online promotions
- Work in tandem with partner to supervise team of eight campus assistants
- Plan, organize, and promote events on and off campus
- Curate and grow dedicated campus social media account following to drive traffic

**Other
Experience**

YMCA YOTA Swim Team (*Assistant Coach*) June 2021 - Present

- Lead swim practices of age 12 and under swimmers and provide constructive feedback on stroke technique
- Attend swim meets, assist in supervising athletes and enforce attendance and discipline policies for swimmers on deck
- Construct practice workout plans, focusing on key areas in need of reinforcement

Education

Hofstra University (*B.A. Public Relations and Dance*)

- Hofstra University Honors College
- PRSSA: Director of Special Events

**Certifications +
Organizations**

PRSA North Carolina (*Member*) Oct. 2020 - Present
USA Swimming Coaching Certification Oct. 2021