



AUTUMN ENOCH

PUBLIC RELATIONS +
WRITING + SOCIAL MEDIA

 Los Angeles, CA

SKILLS

- Meta (Facebook) Certified Creative Strategy Professional
- AP Style expert
- Cision, Muck Rack, Meltwater, Microsoft Office 365 proficient
- Social media copy, editorial, pitching and newsletter writing
- Creative strategy and project management (and PM platforms)
- Paid digital media fluent

CONTACT

 PLEASE EMAIL

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 AUTUMNSKINNER.COM

 /autumneskinner

 @autumn.enoch

 @LACoffeeMate

 /in/autumnenoch

PROFILE

Passionate brand and relationship builder seeking to contribute creative strategy, media communications expertise and a breadth of savvy digital marketing tactics.

RELEVANT EXPERIENCE

SENIOR ACCOUNT EXECUTIVE

TURNER PR | DEC 2022 -

- Public relations account lead for destination, hospitality and beverage clients including Tourism Australia, Tennessee Tourism, The Westin LAX, Sapporo, Stone Brewing and Stillhouse. Planning and executing FAMs, large-scale events, new product launches and more.

SENIOR ASSOCIATE

MMGY WAGSTAFF | OCT 2021 - NOV 2022

- Public relations account lead for food, beverage, hospitality and destination clients including Alisal Ranch, Tourism Western Australia, Xperience Restaurant Group, Lyre's Non-Alcoholic Spirits, Freixenet Cava, You & Yours Distilling Co., Desolation Hotel and more. Secured coverage in The New York Times, Travel + Leisure, The Hollywood Reporter, Elle Decor, Eater, CNN, Bloomberg, National Geographic, AFAR, Forbes, TIME and more.
- Proactive and reactive pitching, strategizing story angles, managing events, activations, partnerships and influencer and celebrity collaborations. Launched new restaurants, hotels and products, coordinated media mailers, attended trade shows, ribbon cuttings, VIP opening parties.

SPECIALIST, DIGITAL STRATEGY

RPA | FEB - OCT 2021

- Digital strategy specialist for La-Z-Boy and Cedars-Sinai leading brand strategy, organic social media and tentpole campaign rollouts. Creating monthly content calendars with a lens for social media holidays, DE&I, trends and culture, generational behaviors and brand voice, goals and opportunities. Writing integrated and single-channel briefs, requiring up-to-date knowledge on platform functionalities, creative best practices, social/cultural fluency and relevance.

ASSOCIATE

GOLIN | SEPT 2019 - DEC 2020

- Public relations account lead for food & beverage, health, beauty, government and CPG brands. Led brainstorms for social media strategy, wrote copy and blog posts, and executed daily social media community management. Wrote key messages, pitches, op-ed articles and created editorial calendars, media lists, press releases, biographies, briefing books and press kits.

ASSISTANT STRATEGIST, DIGITAL

HEARTS & SCIENCE (WARNER BROS.) | NOV 2018 - SEPT 2019

- Strategic digital media planner and buyer for Warner Bros. TV, films and video games. Managed campaigns in social, programmatic and search platforms including Facebook, Instagram, Twitter, Snapchat and Pinterest.

EDUCATION

BACHELOR OF ARTS, JOURNALISM & PUBLIC RELATIONS

CALIFORNIA STATE UNIVERSITY, LONG BEACH | 2018

- MOST OUTSTANDING PUBLIC RELATIONS MAJOR | DEPARTMENT HONOR
- VICE PRESIDENT | 2017-2018 | PUBLIC RELATIONS STUDENT SOCIETY OF AMERICA, LONG BEACH (PRSSA-LB)

ADDITIONAL EXPERIENCE

PRSSA-LB | GUEST SPEAKER

2020 - PRESENT

COFFEEMATE BLOG | WRITER AND CREATOR

2017 - PRESENT

STARBUCKS | BARISTA

JUNE 2015 - AUGUST 2018

WEGMANS | BARISTA

JULY 2011 - JUNE 2015