

# Angela DiGiaino

Totowa, NJ · angela.digiaino@yahoo.com · 973-495-0029 · angeladigiaino.wixsite.com/portfolio

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## EDUCATION

**American University**, Washington, DC – *Magna cum laude*

May 2018

Bachelor of Arts in Public Relations and Strategic Communications; Marketing Minor

**American University of Rome**, Rome, Italy – Study Abroad, 3.93 GPA

January 2017-May 2017

## PUBLIC RELATIONS & PUBLICITY EXPERIENCE

**APCO Worldwide**

**New York, NY**

*Client Services Intern*

January 2019-April 2019

- Researched story ideas; drafted pitches; built media lists; composed daily clip reports for traditional and broadcast media
- Sought out placement opportunities for clients using Help a Reporter Out (HARO)
- Helped plan a production day for a campaign activation; vetted talent and influencers; prepared product samples for relationship building with influencers
- Conducted research for new business opportunities
- Worked on both consumer and corporate clients in the food, retail, energy, healthcare, and logistics industries

**American University, School of Communication – LA Intensive**

**Los Angeles, CA**

- Selected for this competitive networking experience in Los Angeles, with a focus in film and television

May 2018

**WAMU 88.5**

**Washington, DC**

*Business Administration Intern*

October 2017-May 2018

- Reorganized, updated, and digitized the station's public file according to FCC standards
- Prepared personal expense reimbursement forms for a staff of 60; ensured approval before final submission
- Liaised with vendors to reconcile department credit card charges on a monthly basis

**AU Public Relations Student Society of America**

**Washington, DC**

*Publicity Director*

December 2017-May 2018

- Managed the Publicity Committee to create, schedule, and post content on social media channels

**Building 20 - United Entertainment Group**

**Washington, DC**

*Boot Camp Participant*

April 2018

- Won a creative boot camp answering an RFP from Speedo Fit by producing a campaign to improve sales and brand awareness

**Cuneiform Records**

**Silver Spring, MD**

*Publicity Intern*

October 2017-December 2017

- Managed record label's tour publicity through its Twitter account and monthly tour newsletter
- Revised new album release posts on record label website; coding in HTML

**Beth Dickstein Enterprises (bde)**

**New York, NY**

*Public Relations Team Intern*

June 2016-August 2017

- Drafted product pitches and media advisories; recognized for achieving pick-up goals
- Maintained coverage reports- monitored press clippings, digitized & scanned press clips, updated pick-up tracking documents
- Analyzed client and competitor branding; researched recent press mentions to complete two competitive analyses
- Maintained the agency's master contact list; identified and compiled product specific media lists

## VOLUNTEER EXPERIENCE

- *Publicity and Social Media Coordinator*, **Sprouting Totowa** – Totowa, NJ

September 2018-Present

- *Talent Liaison*, **New York Film Festival (56<sup>th</sup>)** – New York, NY

September 2018-October 2018

**SKILLS** - Cision, Gorkana, Critical Mention, Lightroom, Final Cut Pro, Photoshop, Hootsuite, Microsoft Word & Excel