

Nicole LaMontagne

Resume & Portfolio Web site: www.nicolelamontagne.com • Southern MWAH Blog: www.southernmwh.com
nicole@mPReussionspr.com • 404-295-9520 • 5421 Beau Reve Park, Marietta, GA, 30068

EXPERIENCE

mPReussions, Atlanta, GA

Freelance PR/Special Events Coordinator, August 2010 – Present

- Coordinate logistics for a variety of events, contact media for special event coverage, publicize events through all mediums, conduct research for clients and manage the redesign and content of the mPReussions Web site.
- Clients include Best Buy, Feld Entertainment (Disney on Ice, Ringling Bros. and Barnum & Bailey Circus, Monster Jam, Nuclear Cowboyz), Magic Johnson and Allconnect.
- Responsible for media outreach for Disney on Ice, Monster Jam, Nuclear Cowboyz and Ringling Bros. and Barnum & Bailey Circus.
- Manage and execute in-store celebrity appearances at various Best Buy locations – Bubba Watson (for Tiger Wood's new EA Sports Masters video game during the Masters in Augusta, GA), Lucero (host of the Latin Grammys in Las Vegas, NV).
- Manage Allconnect's weekly blog posts, as well as monthly media, social media and wrap-up reports.
- Assist in logistics for Best Buy/Magic Johnson guest appearances, as well as Connected Classroom initiatives nationwide.
- Coordinated and conducted logistics for Mom Blogger event prior to Disney on Ice's *Toy Story 3* opening night.

Melissa Libby & Associates, Atlanta, GA

Client Services PR Intern, January 2011 – Present

- Attend weekly meetings with restaurant clients to discuss publicity, strategies and upcoming special events.
- Assisted in the coordination of Pinkberry Frozen Yogurt's Grand Openings and VIP Parties in Atlanta (on-site) and Miami.
- Coordinated and helped manage the *Queen of Hearts* Valentine's Day event at Pacci.
- Executed two events for RA Sushi – *Mardi RA* (Mardi Gras celebration) and *Maki Madness* (sushi eating competition).

CreateTWO Letterpress Studio, Auburn, AL

Public Relations Internship for an academic professor, May 2010 - August 2010

- Developed letterpress media kit to encourage partnerships amongst other design, public relations and advertising agencies.
- Prepared news releases, facts sheets, bio, article, brochure, pitches, quotes and assisted in developing the letterpress Web site.

Edelman Public Relations Worldwide, Atlanta, GA

Public Relations Intern, Corporate Team, May 2009 – August 2009

- Developed weekly media reports plus PowerPoint presentations on Nascar driver, Carl Edwards, on behalf of Aflac.
- Produced calendar announcements, media advisories and pitches for the *Get Disaster Prepared, Savannah* event for Walmart.
- Assisted in the launching of SunTrust's Delta SkyMiles Debit Card event, in addition to pitching news outlets nationwide.
- Coordinated and executed media plan for the *Chattahoochee River Beautification Day* event, hosted by Rockledge Resorts.
- Prepared communication plan for Edelman's future recruitment program and conducted a presentation for the top Atlanta executives, which was videotaped and sent to Chairman Richard Edelman to promote the plan nationwide.

CURRENT MEMBERSHIPS/ACTIVITIES

PRSA, Atlanta, GA

Circle for Children, Atlanta, GA

- Hospitality Co-Chairman – responsible for selecting restaurant sites and logistics for quarterly meetings.
- Non-profit women's club benefitting needy children's organizations.

Phoenix Society, Atlanta, GA

- Traditional debutante charitable organization, which presents service and hospitality oriented women into the Atlanta community.
- Worked at the Shepherd Spinal Center with paralyzed patients during their physical rehabilitation, assisted at the Peachtree Road Race for handicapped racers and managed a post celebration at the hospital.
- Coordinated special events throughout the debut season and am a current member of the Society.

EDUCATION

Auburn University, Auburn, AL

- Bachelor of Arts Degree – Public Relations • Minor – Business • GPA – 3.51 (with honors - Cum Laude)

American University of Rome, Rome, Italy

- Studied abroad through Auburn's ISA Program during the summer of 2008.

Awards, Auburn, AL

- Public Relations Student of the Year 2009/2010 – Auburn University PRCA.
- Six awards at Alabama's statewide PRCA Conference 2009/2010: Media Report, Internship Marketing Proposal, Photography, Feature Story and two News Articles; Greeksing Officer/Choreographer; Pi Chi Leader.

Activities, Auburn, AL

- Auburn Public Relations Council of Alabama (AUPRCA), Vice President of Programming – selected and secured nine PR professionals in different industries to serve as guest speakers during club meetings; organized *Perfection and Pizza* (resume workshop event), as well as Auburn's Liberal Arts Alumni Homecoming Tailgate.
- Social Sorority (Alpha Chi Omega) – supported the national philanthropy, Domestic Violence Awareness, through orchestrating a campus-wide dodgeball tournament.