

# Trinette Leday

Publicist

## Profile

Dedicated Publicist with 1 year of experience effectively executing and managing publicity campaigns. Demonstrates strong communication and presentation skills, and a proven ability to build and maintain relationships with media contacts. Highly creative and skilled in crafting compelling press materials, securing media placements, and organizing events to maximize brand exposure. Committed to staying current with industry trends and delivering exceptional results for clients.

## Employment History

### Publicist at Omaha Promos, NE

Feb 2023 - Present

- Secured a high-profile media coverage for a local Omaha event, resulting in a 25% increase in attendance and a 40% boost in ticket sales compared to the previous year.
- Successfully pitched and placed over 50 stories on local and national media platforms for various Omaha Promos clients within one year, leading to increased brand exposure and generating over \$1 million in earned media value.
- Organized and executed a PR campaign for a major product launch for an Omaha-based company, which led to a 30% increase in sales within the first month post-launch and garnered attention from prominent industry influencers.
- Developed and fostered relationships with over 100 key media contacts in the Omaha market, leading to a 60% increase in press coverage for Omaha Promos clients within a two-year period.

### Assistant Publicist at Clark Creative Group, NE

Aug 2022 - Dec 2022

- Secured 10 high-profile media placements for clients in top-tier publications like Forbes, Time, and The New York Times, resulting in a 30% increase in brand visibility and a 25% increase in sales.
- Successfully coordinated and executed 5 major press events for clients, including product launches and grand openings, leading to an average attendance of over 300 journalists and influencers per event and generating widespread media coverage.
- Managed social media accounts for 3 clients, consistently increasing followers by at least 20% each quarter and driving engagement up by 15%.
- Developed and maintained relationships with more than 50 key journalists, editors, and influencers across various industries, resulting in a 40% increase in positive media coverage for clients.

## Education

### Bachelor of Arts in Public Relations at University of Nebraska-Lincoln, NE

Aug 2017 - May 2022

## Details

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## Links

[linkedin.com/in/trinetteleday](https://www.linkedin.com/in/trinetteleday)

## Skills

Media Relations

Press Release Writing

Crisis Management

Social Media Strategy

Event Planning

Influencer Outreach

Brand Messaging

## Languages

English

Arabic

## Hobbies

Photography

Creative writing

Cooking and experimenting with new recipes