

OLIVIA FALCONE

CONTACT INFORMATION

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UNIVERSITY EXPERIENCE

Temple University
Bachelor of Arts in Public
Relations, Minor in Journalism
Studies

RELEVANT EXPERIENCE

Associate

Weber Shandwick, April 2022- Present

- Oversees and manages media deliverables across Weber Shandwick's Unilever portfolio from strategy, outreach, delivery, and monitoring steps of ongoing projects; has successfully led **7 mailers** within the past year to top-tier media from Refinery29, Allure, WWD, etc. Mailers have resulted in **73.6K+ impressions**, including organic social posting from [Tinx and Ashley Nicole](#).
- Fosters growing relationships with media from top-tier outlets (Better Homes and Gardens, Glamour, Bustle, WWD, etc.) through managing interviews with Unilever talent and facilitating product seeding opportunities resulting in several high-end beauty magazine placements.
- Manages portion of Nexxus Influencer program through assisting in strategy, communication, and interpreting data from top-tier talent resulting in high-performing click rates and impressions.
- Leading monitoring and client-facing media reports for St.Ives and Nexxus teams while also seeking weekly reactive pitching opportunities and organic social media posting opportunities for brand channels resulting in **500K+ impressions**.

Junior Associate

Weber Shandwick, May 2021-April 2022

- Kickstarted media lists and pitches across Unilever hair and skin care accounts resulting in **436.22MM+** impressions across top-tier outlets including TeenVOGUE, Allure, WWD, and Daily Mail.
- Oversaw various deliverables for client in-person and virtual events including product management for New York Fashion Week, travel and week-long events for ten guests for TRESemmé DEI Future Stylists Fund trip, and hosted online career mentoring sessions between celebrity stylists and Future Stylist Fund participants.
- Managed yearly agendas, status reports, budget trackers, media placements, and assets across three Unilever accounts (Nexxus, TRESemmé, and St. Ives) resulting in team organization and streamlining information for quarterly reports.
- Conducted research for micro, macro, and mega influencers for Nexxus Ultralight Smooth launch campaign as well as leading product send-outs to better all social and media relations.

Organic Social Media Intern

QVC, January 2021 - May 2021

- Monitored and assisted with increasing QVC main and hosts' social media platforms through performing engagement tactics, writing copy, and tracking KPIs.
- Aided beauty-related vendors by managing high-resolution content and assisting in generating swipes for all social media platforms to further grow platforms.

External Communications Intern

QVC, May 2020-December 2020 (Remote)

- Managed to assist both the Consumer Public Relations team and Internal Public Relations team by devising vital media materials, strategy plans, and award applications.
- Tracked media coverage daily for all Qurate Retail Brands (QVC, HSN, QRG, Zulily) and compiled all COVID-19 and social impact news for the executive team.
- Prompted various press materials for the Corporate and Consumer public relations teams.
- Produced and edits video and written intranet articles to highlight vital conversation and team achievements.