

# GENEA SOBEL

[genea@sobel.com](mailto:genea@sobel.com)

415.516.0443

## Objective:

Proactive public relations professional seeking a position in a creative and collaborative environment tasked to satisfy the objectives of its clients and grow its internal business. Experience includes account work in fashion, entertainment, gaming, mobile content, software, consumer, consumer-tech, high-tech, travel, wine and non-profit

## Qualifications:

<b>Client Relations</b>	Demonstrates confidence in client interaction. Possesses an ability to take on new assignments that stretch current knowledge and produce results that positively impact clients
<b>Press/Analyst Relations</b>	Owns and develops relationships with analysts, reporters and bloggers who most influence target markets
<b>Writing</b>	Sources, drafts and edits press releases and other written materials including, marketing and media collateral and proactive pitches
<b>Program Creation</b>	Generates fresh ideas and action plans for activity that supports announcements, events and client goals
<b>Project Management</b>	Lead campaigns and team members that support internal and external initiatives, announcements and events
<b>Social Media</b>	Understands how to create meaningful conversations/communities and buzz for clients through digital and social media channels

## Education:

San Diego State University, San Diego, CA  
Bachelor of Arts, Psychology/Marketing, May 1996  
Earned all college expenses

Fashion Institute of Design and Merchandising (FIDM), San Francisco, CA  
Associates of Art Degree, Fashion Design  
May 2008

## CAREER PROGRESSION

### **Sobel Public Relations**

**7/2006 – current**

Sobel PR Past and current clients include: Zappos.com, Shoetube.tv, Your Environmental Road Trip (YERT), Central Desktop, M:Metrics, Mytopia, Ringside, Zoho, KODA.us, Comedian Kira Soltanovich (Phony Photo Booth Jay Leno, Girls Behaving Badly), Comedy Troup: Hot Tamales Live Showtime Special and Pow Wow Comedy Jam's Showtime Special

### **Manager, Public Relations (contractor)**

**3/2006 – 7/2006**

#### **Hands-On Mobile**

**San Francisco, California**

- Hired to build internal Public Relations department
- Branded Hands-On Mobile as the leader in mobile entertainment
- Launched and managed entire event program
- Developed and drove creative communications strategies and initiatives
- Managed internal, external communications and outside PR agency
- Pitched and secured meetings with influential consumer, business and trade press

### **Account Executive 3**

**12/2004 – 3/2006**

#### **A&R Partners**

**San Francisco, California**

- Staffed and planned events and tours for clients Roku and Akimbo
- Organized Akimbo's presence at the American Music Awards style lounge
- Launched and developed initial branding, messaging and media strategies for Roku and Akimbo
- Introduced three new products to high-profile media and analysts for consumer electronics companies, Roku and Akimbo

## **CAREER PROGRESSION continued.**

**Manager, Public Relations** **11/2003 – 11/2004**  
**Kaplan McLaughlin Diaz (KMD) Architects** **San Francisco, California**

- Hired to build new internal Public Relations Department
- Created a strategic public relations plan which incorporated a grassroots awareness campaign for an award-winning sustainable architecture project in Shanghai, which included messaging, design, and content creation of a Web site and all marketing and public relations collateral
- Managed all aspects of communications and media relations for internal projects
- Branded KMD as the expert in architecture

**Account Manager** **3/2003 – 11/2003**  
**Glodow Nead Communications** **San Francisco, California**

- Implemented all public relations and marketing for clients that included: Quivira Winery, Domaine Carneros Winery, Sonoma Valley Visitors Bureau, Piazza D'Angelo Restaurant, Four Season Corporate, and the Sonoma Valley Film Festival
- Responsible for bringing in and pitching new business

**Account Executive** **6/2002 – 3/2003**  
**Graham & Associates** **San Francisco, California**

- Assisted with the development and implementation of strategic public relations, Marketing and Advertising activities for travel and non-profit clients (i.e., Hotel Hana-Maui, Carmel Business Bureau, American Land Conservancy, Institute on Aging)
- Responsible for press event coordination, media relations, review programs, staffing interviews, client relations, Web site development and preparation of activity reports
- Prepared press materials and execute one-on-one pitches for multiple clients
- Coached and train a team of account coordinators and interns

**Account Executive** **6/1999 – 6/2002**  
**The Bohle Company** **Los Angeles, California**

- Assisted with the development and implementation of strategic public relations activities for high-tech, consumer and gaming clients (i.e., id Software; Doom, Quake II and Quake III, Activision; Space Invaders, Cabela's Big Game Hunter II, Naamco; Pacman, 3Dfx and karna)
- Responsible for press event coordination, product launches, media and analyst tours, media relations, review programs and attending/booking/organizing trade shows, staffing interviews, prepare summary reports and prepare clip reports
- Prepared press materials and execute one-on-one pitches for multiple clients
- Created and maintain editorial calendar program for clients
- Managed own account: prepared new business proposal, budget, assisted in PR plan development and responsible for daily correspondence with client
- Coached and train a team of account coordinators and interns

**Account Coordinator** **2/1997 – 6/1999**  
**Manning Selva & Lee** **Los Angeles, California**

- Assisted in fully integrated public relations, marketing, promotions and advertising programs for Nestlé USA as well as high-tech clients
- Coordinated all aspects of press kits mailings
- Developed and edited all press kit materials
- Implemented pitches and placed media for clients
- Maintained all databases, results reports and facilitated supplies and promotional items for shows

**Assistant Production Coordinator** **1997**  
**Publica Vista** **Los Angeles, California**

- Conducted day-to-day internal activities and maintained daily client contact
- Coordinated traffic to and from the set: supplies, equipment, talent and transportation

**CAREER PROGRESSION continued.**

**Assistant Production Coordinator** **1997**  
**Touchdown Productions** **Los Angeles, California**

Casper: A Spirited Beginning

- Coordinated traffic while on set

**Assistant to the President of Motion Pictures and Television** **7/1996 -- 1997**  
**Saban Entertainment** **Los Angeles, California**

- Assistant to the President of Motion Pictures and Television
  - Supported client relations, maintained phones
  - Organized inter-office coordination: script readers, development and acquisitions

**Volunteer:** Vibrant Souls and St. Joseph's Center

**Computer Skills:** Proficient in MAC OS Platforms, Microsoft Office, Bacon's Media Source, ACT!, Filemaker Pro, Photoshop and Illustrator