

## Paige Mara Feigenbaum

To whom it may concern,

Hi. I'd like to take this opportunity to introduce myself, Paige Mara Feigenbaum, and express my interest in pursuing a career in public relations. My time as a member of the press has helped me develop a true understanding of the publicity side of the business as well.

I can anticipate the questions journalists will ask and prepare my clients accordingly. My writing skills can be applied to crafting press releases, media alerts, and press kits. I am currently writing press releases, blog posts, talking points, and articles for Crowe PR, See Monterey, and U.S. Figure Skating's FanZone on a freelance basis. From my time at news and entertainment outlets, such as ABC News, "Entertainment Tonight," "The Insider," "Access Hollywood," "The Hollywood Reporter," "TMZ," and "The Miami Herald," I have a strong network of contacts to pitch stories to.

I most recently wrote about topics such as travel, hospitality, technology, Disney, food and beverage, fitness, health, wellness, career tips, executive profiles, animals, and sustainability for "Smart Meetings," a trade publication for meeting professionals. A large portion of my job was embarking on familiarization trips to destinations throughout the country to tour hotels and convention centers and get treated to the best food, beverage, and entertainment the cities have to offer.

I would have such a fun time stepping into the role of planning these media trips and site visits. I am super detail-oriented when it comes to developing itineraries and love to be "in the know" of the hottest restaurants and activities. Of all my friends, I am the one who volunteers to put together a minute-by-minute agenda of events whether it be a one day outing or a weeklong vacation. As a former producer of the CBS court TV show "Hot Bench," I have professional experience with booking and tracking travel of guests flying from their hometowns to Los Angeles to appear on the show.

I previously assisted voice over artist Randy Thomas with the public relations strategy for her Voice Over Mastery event. She is the voice of "Entertainment Tonight" and has announced for the Emmys, Tonys, Oscars, and Kennedy Center Honors. I wrote a press release, pitched media, and designed a flyer, among other tasks.

After leaving my web editor job at "Access Hollywood," I returned to Hallmark Channel, where I was previously a web associate producer, to temp in the public relations department. In this role, I helped prepare media kits, pitch members of the media using Vocus, mail screeners, and more. I also helped the network execute the presentation they hosted at the TCAs in Beverly Hills.

Prior to that, I spent three and a half years at "Entertainment Tonight" and "The Insider" in various roles. After only one month as a production assistant, I was promoted to an online writer/editor. A year later I transitioned into a newsdesk managerial role and eventually returned to the online department as an editorial coordinator. When opportunities arose, I had the chance to field produce dozens of shoots for the television shows and internet, giving me the valuable experience of coordinating arrangements and forming relationships with publicists and other media outlets. The editorial team also worked very closely with the public relations team to pitch exclusive and breaking news stories.

To incorporate my passion for figure skating into my career, I volunteered with the United States Figure Skating Association at international competitions that were held in California. At the 2009 ISU World Figure Skating Championships I served as Press Tribune Supervisor, in which I provided the press corps with all necessary paperwork for them to file their reports. At Skate America in 2011, I once again assisted the media relations team, this time taking photographs of competitors and transcribing press conferences. And, in January 2018, I rejoined them for the United States Figure Skating Championships in San Jose, which acted as the Olympic qualifying event. There, I escorted the athletes to their media interviews.

While in college at the University of Miami, I worked in the Office of Media Relations for the school. Each morning I would compile news clippings into an email to send to administrators and to file away in archives. I was given the valuable opportunity to write press releases and media alerts and pitch these stories and events to outlets for potential coverage. When members of the press visited campus, I helped to escort them around the grounds to their destination.

Thank you very much for your consideration. Please let me know if you'd like for me to provide you with references and writing samples. I hope to hear from you soon.

Sincerely,  
Paige Mara Feigenbaum