

Paige Mara Feigenbaum

Hi. I'd like to take this opportunity to introduce myself, Paige Mara Feigenbaum, and express my interest in pursuing a career in tourism and hospitality public relations. I most recently wrote about travel, hospitality, meeting planning, food and beverage, Disney, health, wellness, fitness, and sustainability for "Smart Meetings" magazine, a trade publication read by hoteliers, convention and visitors bureaus, and meeting professionals who plan conferences, conventions, trade shows, and meetings. In this role, I traveled on familiarization trips and to trade shows monthly, thus connecting with journalists at similar publications. While traveling, I posted photos and videos on the company's Facebook, Twitter, and Instagram accounts.

I enjoyed these FAM trips very much and would love to be the person who plans the itinerary on behalf of the tourism boards and hotels. Whenever I plan a vacation for myself, help friends plan their trips, or host friends and family at my home, I have a knack for curating great itineraries full of the best activities and restaurants. I love being "in the know" of what's going on where I live and showing it off to visitors. It'd be great to make a career out of my passion.

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 know first-hand how much reporters rely on the accuracy of fact sheets about hotels and venues. 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 am currently writing press releases, blog posts, and articles for Crowe PR, See Monterey, and U.S. Figure Skating's FanZone on a freelance basis, and I recently wrote scavenger hunts of cities worldwide for an app called Let's Roam.

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 and Pasadena.

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 Los Angeles, Ontario, and San Jose. 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. At the U.S. Figure Skating Championships in January 2018, which also served as the Olympic selection event, I escorted athletes to their press interviews after stepping off the competition ice.

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