

# Lila Brown

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## Social Media and Public Relations Experience

### **Ella Bee Social Media & PR** Public Relations and Online Publicity

Los Angeles, CA  
July 2009- PRESENT

- ◆ Entertainment Publicity and Commercial Marketing services to help clients expand their brand awareness and Public Relations through Digital Marketing Services. Some clients include:

--NBA Lakers: Kyle Kuzma, JaVale McGee, Tarik Black, Andrew Goudelock  
--NBA 2021 #2 overall Draft Pick: Jalen Green  
--3x Olympian, Jazmine Fenlator (Team Jamaica and Team USA Bobsled Pilot)

--Nastasya Generalova (Wilhelmina Super Model)  
--Tionne "T-Boz" Watkins (Grammy award winning pop singer of the trio, TLC)  
--Killer Mike (rapper and social justice and political advocate)

### **StarClub Ltd** Social Media Community Management

Santa Monica, CA  
September 2012-December 2012

- ◆ Managing content, social media community and mobile technology applications for A-list celebrities:  
--Jessica Simpson --Enrique Iglesias --Ashlee Simpson --Dwight Howard --Kendrick Lamar

### **Jennings Public Relations** Social Media Specialist and Online Publicity

Kansas City, MO  
January 2009- July 2009

- ◆ Managed online publicity and social media presence for clients to increase brand awareness through social media platforms  
Used SEO strategies and tactics to increase web traffic and online presence for clients.

### **Hope-Beckham Inc.** Public Relations Intern

Atlanta, GA  
August 2008- January 2009

- ◆ Pitched relevant story ideas to local and national journalists resulting in over one million monthly impressions
- ◆ Assisted account managers with continuous media coverage through online outreach. Accounts included:  
--Belk Inc. --The Atlanta Sports Council --Comcast --Coach to Cure Muscular Dystrophy --Help a Child Smile  
--PGA's The Tour Championship

### **The Spizman Agency** Public Relations Intern

Atlanta, GA  
May 2008- August 2008

- Assisted senior account executive with current clients through social media networking
- Pitched story ideas and responded to journalists to provide experts as sources to Top 100 publications

### **Bloomington's** Public Relations Intern

Atlanta, GA  
January 2008- April 2008

- Composed and edited press releases to distribute to local media contacts
- Researched and built relationships with local publications to build continuous media placement and brand awareness

## Education

### **Georgia State University Bachelor of Arts, Journalism**

Major: Public Relations  
Minor: Hospitality Administration

Atlanta, GA  
August 2006- May 2008

### Professional Memberships

- ◆ Women in Sports & Events (WISE) Board of Directors
- ◆ Public Relations Society of America
- ◆ Entertainment Publicists and Professional Society
- ◆ Alpha Kappa Alpha Sorority, Incorporated
- ◆ National Association of Black Journalists

### Community/Volunteer Activities

- ◆ Lakers All-Access (LA Sports & Entertainment)
- ◆ HBCU Heroes Mentor Program
- ◆ NFL All-Access (LA Sports & Entertainment)
- ◆ Black Design Collective- PR Volunteer
- ◆ Hollywood Film Festival

## Skills

Press Release Writing | Top-Tier Media List Building and Distribution | Media Pitching | Media Surveillance | Sponsorship Sales | Commercial Marketing | Content Production | Media Training | PR Newswire | Cision | Lexis Nexis | HARO

## **References**

Staci R.Collins Jackson, Publicist: The Collins Jackson Agency; 312-600-7774