

MIRIAM A. LAMEY

Professional public relations representative and specialized writer with strong A/C/E and B2B trade experience, aiming to assist brands and companies in all their digital marketing/PR needs, strategy, and creative efforts.

Agency and Account Management Experience

SENIOR CONTENT SPECIALIST

LarsonO'Brien, Pittsburgh, PA

February, 2018 to present

PR: Press release writing, media analysis, editorial calendar research and relationship-building with editors at major building products publications. R Pitching stories, crafting narratives on behalf of clients.

Composing native content articles and writing technical, longform, organic content for clients. Brochure writing, website copywriting, advertising copywriting and creative assistance, email blast writing, video script writing, and all other writing and editing projects as needed. Social media management for LarsonO'Brien; establishment of Instagram account. Travel and trade show assistance on site representing clients at major industry events.

MARKETING AND OFFICE MANAGER

Moss Architects, Pittsburgh, PA

June 2015 to May 2016

Developed presentations with PowerPoint and arranged design boards with Adobe InDesign. Managed all social media accounts. Completed writing, and administrative duties

ACCOUNT DIRECTOR

Great Ink Communications, New York, NY

April 2014 to February 2015

Responsible for representing eight clients in the commercial and residential real estate industries and delivering targeted press releases. Developed refined media lists and secured positive press placements for clients. Responsible for media pitch development and writing and conference attendance.

CONTACT:

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(617) 899 2960

SKILLS AND EDUCATION

- Graduated Brandeis University, 2005.
BA in American Studies with Honors
- Adept use of Wordpress.com, Squarespace, MailChimp, Adobe InDesign and Photoshop; Working knowledge of Google Analytics, Marketo, Adobe Omniture Suite.
- Advanced understanding of Facebook, Twitter, LinkedIn, Instagram, Pinterest and YouTube for B2B and B2C audiences.

Content and Writing Experience

WRITING AND CONTENT CONSULTANT

Various magazines, companies, and websites

2008 to Present

Various writing projects and articles completed for: Erie Reader, Epic Web Studios, The Pittsburgh City Paper, Rebelle Society, General Assembly, Yoganonymous, Just a Pack blog, Hello Giggles, Bisnow, The Doctor TJ Eckleburg Review, Spin.com, The Boston Phoenix, Paste Magazine, KEXP Seattle's Blog.

CONTENT WRITER

Brafton, Inc, Boston, MA

July 2017 to February 2018

Wrote SEO-friendly content, whitepapers and video blog scripts for clients focusing on topics including kitchen and bath design, employment, fitness and health, travel and hiking and the outdoors. Met monthly content quotas by effectively managing time and workload while continually communicating responsibly with remote team to ensure timely delivery of articles. Successfully adapted content to changing client expectations.

CONTRIBUTING WRITER

Erie Reader, Erie, PA

June 2016 to February 2018

Wrote bi-weekly spotlights on local music, theater, art, dining and special events. Pitched and wrote feature-length articles focusing on local businesses, food, drink, arts and entertainment.

DIGITAL CONTENT COORDINATOR

ALM/Globest.com, New York, NY

November 2011 to January 2014

Responsible for writing and editing all content for eMarketing campaigns and the implementation of a comprehensive social media strategy and platform. Plan resulted in an increase in 1,000% Twitter followers, a 500% increase in Facebook likes, a 350% increase in LinkedIn members. Trained editorial staff on use of SEO in online writing, pitched and developed blog, copy-edited digital content for consistency and accuracy. Traveled and attended conferences, wrote magazine articles.

REFERENCES UPON REQUEST