

# *Erika Siegfried*

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## **PROFESSIONAL PROFILE**

A dedicated, responsible, resourceful and innovative professional who strives to facilitate an atmosphere of mutual respect and partnership. An exceptional communicator with a caring and diplomatic manner who has a flare for classic style and elegant design.

## **PUBLIC RELATIONS & EVENT COORDINATION EXPERIENCE:**

- Creator and host of “Marketing Your Brand: Getting Noticed as a Commercial Photographer.” An interactive branding and marketing workshop.
- Publicity & event coordination for Found Artists. Travel to and host portfolio showcases across the country. Garner media coverage leading up to event.
- Travel nationally and internationally to present workshops on “Marketing a Cohesive Brand” at Phase One Stand Out Photo Forums and the American Society of Media Photographers conferences.
- Represent Wonderful Machine at conferences and industry events like Digital Media Licensing Association 2015 and Visual Connections.
- Direct, host and produce *Give Love Get Love*, a segment that features charitable and philanthropic businesses in the Greater-Philadelphia area.
- Established more than 40 relationships in Philadelphia metro area for exclusive on-camera features with companies and news outlets.
- Support Creative Services departments with copywriting and by serving as the talent for voiceovers/on-air promotions.
- Represent Blue Ridge News 11 and MyNEWPhilly at community events including National Night Out, Relay for Life, Young Friends of the Academy of Music’s Monsters Ball amongst others.
- Develop content, coordinate scheduling/locations and produce six segments on mynewphilly.com including *Kite&Key*, *theRx* and *VIPphilly*.
- Established contact with more than 50 national and international industry publications such as the Huffington Post, aPhotoEditor, Rocky Mountain School of Photography and Sprouting Photographer for publicity and content sharing purposes.
- As Front of House/Bartender at Stratus Lounge, Hotel Monaco, use social media to generate business and advertise events.
- Organized West Virginia University sports-related parties at Bugsys Social Club for elite WVU officials such as basketball coach Bob Huggins, former AD Oliver Luck and the late owner of Mylan Pharmaceuticals, Milan Puskar.

## **Erika Siegfried Creative Marketing & PR, LLC., Haverford, Pennsylvania**

**Founder & Executive Director**, September 2018 – Present

- Represent a curated list of 12 creative agencies, visual artists and commercial photographers to design and implement strategic marketing spanning print, digital, web and social media.
- Guest lecturer for American Society of Media Photographers seminar, speaking on branding and marketing approaches.
- Consult for Found Artists for Business Development and Publicity needs.
- Placement in Main Line Today, Philadelphia Style Magazine & Philadelphia Inquirer

## **Wonderful Machine, Conshohocken, Pennsylvania**

**Publicist & Marketing Consultant** February 2015 – August 2018

- Represent 600+ commercial photographers nationally and internationally to develop and refine their brand, coordinate marketing efforts and connect with clients in the advertising sector.
- This includes creating and managing budgets & timelines to ensure approved creative concepts are captured within client’s scope of work. Achieve 160%+ of monthly consulting quota. Manage internal graphic design, marketing and photo editing departments to ensure clients’ needs are communicated, understood and fulfilled.
- Log billable hours, collect payment information and submit monthly invoices to business manager for processing.
- Responsible for writing for and copy-editing the Wonderful Machine blog, including photographer news, industry updates, press releases, consulting and expert advice articles. Blog gets 110k page views annually. Generate content for social media and client case studies.

## **MyNEWPhilly, Philadelphia, Pennsylvania**

**Host/Producer**, December 2014 – December 2015

- MyNEWPhilly is a digital social media startup. Create content, handle logistics and produce six segments including #GiveLoveGetLove, *Kite&Key*, *theRx* and *VIPphilly*.
- Manage social media for MNP's 12+ segments including images, videos, tweets and mass emailer promotions on Instagram & Twitter.

## **Blue Ridge Cable 11 News, Ephrata, Pennsylvania**

**Reporter/Anchor & Producer**, April 2013 – January 2015

- Serve as the solo anchor and producer Monday through Friday's evening news.
- Cover breaking news and find ways to localize national and state issues. Gather facts, interview sources, write and produce a minimum of six stories per day.
- Schedule interviews and meetings with sources, write questions to gain facts, delegate/distribute stories to four news team members and send them out in the field with questions, cameras/equipment. Adhere to strict deadlines to have stories completed for the live broadcast.
- Developed more than 200 expert sources/contacts in politics, law enforcement, education, healthcare and other professions.

## **HOSPITALITY EXPERIENCE**

**Bartender/Mixologist**, *Stratus Lounge at the Hotel Monaco*, July 2015 - July 2016

**Manager**, *Bugsy's Social Club*, August 2011 - December 2012

## **PROFESSIONAL SKILLS**

- *Programs*: Microsoft Office Suite, Outlook, Salesforce, Final Cut Pro, Yesware, Mailchimp and light Photoshop, Lightroom & InDesign experience.
- AP Style, copywriting, scriptwriting, press releases, public speaking, multi-media journalism, editing content for publications and websites.
- *Social Media*: Facebook, YouTube, Twitter, Instagram, Google+, Later and LinkedIn.

## **EDUCATION**

Villanova University, M.A. Communications, expected graduation 2020

West Virginia University, P.I. Reed School of Journalism, B.S. in Journalism, 2012

Dayton Communications, Voice/Presentation Training, January – October 2014

## **VOLUNTEERISM**

Junior League of Philadelphia, Focus Fundraising Committee, 2017-Present

The Young Friends of Rittenhouse Square, 2017

The Young Friends of the Academy of Music, 2013, 2016

## **AWARDS + HONORS**

Featured industry expert in "Brand Camp" Pro Photographer Magazine Aug. 2016 issue.

[Reporter Reel](#)

[Philadelphia Philanthropy Coverage](#)