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# BYRON EDWARDS

## EDWARDS@BLINNELL.COM

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### SUMMARY

Professionally trained in public relations, promotions and event management with specific interest in the entertainment and media industry. Experienced with writing copy and providing unconventional online marketing tactics, such as viral marketing, to promote events and topics. Known as eager and creative when presented with new opportunities and with delivering results. Dependable and steadfast when projects require close attention through completion. Proficient in standard Microsoft Office, Adobe Photoshop and Publisher design work, and standard HTML.

### PROFESSIONAL EXPERIENCE

Education Case Manager October 2008 - Present  
**Urban League of Westchester, White Plains, NY**

- Assist homeless families with education resources for children.
- Create and manage education plans for 90 students.
- Work with Board of Education, Department of Social Services, and New York Public Schools to ensure needs of homeless students are met.

### INTERNSHIPS

Special Events Public Relations Intern January 2008 - January 2009  
**BET Networks, Washington, DC**

- Provided assistance during three of BET's high profile events, 2008 and 2009 BET Honors Awards and 2008 Rip the Runway. Served as Public Relations red carpet escort and conducted verification and regulation of media credentials.
- Assisted the Public Relations and Communications team by assembling press kits for media outlets and other administrative duties needed to ensure the success of the event.

Digital Public Affairs Post Graduate Summer Intern May 2008 - August 2008  
**Edelman Public Relations, Washington DC**

- Assisted with clients general Public Relations needs and monitoring of client competition coverage .
- Maintained media lists and assisted with compilation of media coverage reports.
- Copy wrote for web sites and blogs.
- Blog, Social Network Research, and Monitoring.

Program Promotions Manager Intern January 2007 - May 2008  
**AOL Tickets & Shopping, Dulles, VA**

- Assisted with researching and programming daily content for two projects at AOL, Tickets and Shopping. Wrote editorial content for a wide range of topics that included different areas of music and entertainment from Justin Timberlake and the Police tours to getting tickets to see the Blue Man Group or the New York Giants.
- Created and formatted a weekly newsletter distributed throughout AOL, including senior management, to communicate and report the projects latest activities and successes.
- Helped develop materials (online, print and radio) to promote AOL projects and promotions to produce online traffic.
- Initiated and secured viral marketing opportunities from fan sites and related that resulted in an increase in viewership to our promotions, and an increase in ticket sales for the department.
- Maintained AOL Tickets editorial and promotional calendar and analyzed sales and website reporting from AOL Ticket's multiple partners, including Ticketmaster and StubHub, for the team to review.

Promotions Intern January 2006 - October 2006  
**WPGC 95.5, Lanham, MD**

- Assisted department heads with promotion ideas and concepts. Successfully supported promotion events at local venues that could include up to 20K patrons. Events include concerts, meet & greets, and community events.

### FREELANCE

Event Journalist May 2009 - Present  
**Bossip**

- Provide event coverage and celebrity interviews for New York red carpet events, concerts, video shoots, and parties.
- Network with celebrity publicists to schedule future event and interview opportunities.

Public Relations September 2008 - Present  
**Axiom Blue**

- Work with entertainment clients to obtain coverage in entertainment publications and media outlets.
- Produce and publish press releases for clients and events.

Digital Public Relations May 2008 - August 2008  
**Be Better Guys, [www.bebetterguys.com](http://www.bebetterguys.com)**

- Assisted with gaining press for Be Better Guys Cooking Series.
- Worked towards building relations with local DC blogs and publications.

### EDUCATION

B.A., Communications with emphasis in Public Relations; Minor, Sport Management  
May 2008, George Mason University, Fairfax, VA  
Certificate, Events & Entertainment Marketing  
Expected December 2009, New York University, New York, NY