

Cheyenne Tobias

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EDUCATION

Vassar College

B.A. Africana Studies, Art Correlate; **GPA:** 3.67

Honors: The Paul Robeson Prize for Best Senior Thesis

Poughkeepsie, NY

May 2018

EXPERIENCE

Veritas Group

Assistant Public Relations Representative

New York, NY

September 2020 – Present

- Conceptualize, draft, and edit over 200 digital marketing materials for Knight Foundation, LION Publishers, NAHJ, palabra., etc. to promote events across Facebook, Instagram, LinkedIn, Twitter, Web, and e-Blast
- Maintain file-naming and organization of assets in shared drive to ensure efficient digital media production workflow

Kaleidoscope Consulting

Public Relations Assistant/Office Manager

New York, NY

February 2020 – September 2020

- Acted as a point of contact for all guest, and client arrivals, as well as in-person sample pulls by editors and stylists
- Maintained office appearance (including main office, kitchenette, showroom, and shipping & receiving room)
- Purchased and maintained inventory of office supplies and equipment, and coordinated all office repairs
- Maintained and tracked 500+ samples and daily press coverage across 8 active clients per season

Calvin Klein

Production Assistant

New York, NY

September 2019 – February 2020

- Executed PR packaging and gifting for 200+ influencers with efficiency, and attention to detail
- Welcomed and photographed influencers for #MYCALVINS events with enthusiasm
- Prepared and steamed Calvin Klein merchandise for live events

Milk Events at Milk Studios

Production Assistant, Front of House

New York, NY

January 2019 – February 2020

- Maintained and catalogued all back-office production inventory to ensure quality supplies on-demand at all times
- Liaised between event staff, client(s), and vendors during event live and strike to ensure seamless, safe events
- Tracked, researched, and screened 300+ daily RSVP emails for NYFW Luka Sabbat x NRDC
- Oversaw load-in and load-out of studio, gallery, penthouse, loft, and “Jam Room,” events

Events Intern

August 2018 – December 2018

- Greeted event guests and clients (including Vogue Forces of Fashion, Nordstrom Live, Renell Medrano, etc.)
- Completed monthly Amex expense reports in SAP Concur by tracking spending and filing receipts
- Processed event deliveries (including catering orders, packages, and production equipment)
- Opened and maintained office appearance during the week

Blue Medium, Inc.

Architecture & Design Public Relations Intern

New York, NY

May 2019 – September 2019

- Drafted newsletters, press and social media copy, media briefs, and pitches and tracked resulting client press coverage
- Maintained A&D calendar, media outreach, and 6,000+ contact and publication lists in FileMaker Pro database
- Communicated and followed up with over 15 journalists to ensure accurate, timely client coverage
- Maintained and organized server and folder sharing across teams to help streamline workflows
- Organized and booked travel for Architecture & Design VP/Partner

Driven Society

Events Project Manager and Branding Assistant

New York, NY

July 2017 – February 2019

- Produced 30+ events (conferences, festivals, marketplaces, panels, private parties and dinners, etc.) of 15 – 300 participants
- Wrote and edited social media copy, decks, and 35+ content articles on music and fashion
- Oversaw and managed search for seasonal interns for recurring marketplace events

SKILLS

Technical: Microsoft Office Suite (Microsoft Word, PowerPoint, Excel), Adobe Suite (Photoshop, InDesign), Squarespace, Cision, Buffer, UNM, Hootsuite, Mailchimp, WordPress, Mayvien, SAP Concur, FileMaker Pro, Google Suite, Keynote, Slack, Agora Pulse