

Riley Seith

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SKILLS

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|--------------------------|----------------|--------------|----------------------|----------------|
| o Microsoft Office Suite | o Google Suite | o Canva | o Project Management | o Organization |
| o Professional Writing | o Muck Rack | o Leadership | o Public Speaking | o Teamwork |

EDUCATION

Champlain College | Stiller School of Business

Graduated May 2022

Bachelor of Science Degree in Marketing, Minors in Event Management, Public Relations, & Communication

Burlington, VT | GPA of 3.99 (4.0 scale) | Stiller School of Business Valedictorian

RELEVANT EXPERIENCE

BPCM.

Account Executive | New York, NY

May 2024 – Present

- Managed a diverse client portfolio of 6+ accounts, representing over \$800K in annual revenue, in the travel, wine, and spirits sectors, exceeding the agency average load of 3-4 clients.
- Consistently secure 10 qualitative top tier press hits monthly in publications including The New York Times, WSJ, Vogue, AFAR, Town & Country, Travel + Leisure, Condé Nast Traveler, AIRMAIL, Food & Wine, and more.
- Secured 4+ new clients totaling over \$780K in annual revenue within 3 months; contributing creative partnership ideas and leveraging media relationships to develop traditional and digital media strategy.
- Manage two assistants and oversee administrative tasks including KPI reporting, budget management, event management, and management of external partnership relationships

Associate Account Executive | New York, NY

August 2023 – May 2024

- Develop positive client relationships across 6+ hospitality and wine/spirit brands, retaining 5 high risk clients representing \$600K in annual revenue by leading calls and serving as a reliable primary point of contact.
- Support new business proposals providing an analysis for an average of 1-2 RFPs per week, conducting in depth brand audits that drive strategy, and contributing 2-4 creative partnership and media stunts/angles.

Assistant Account Executive | New York, NY

May 2022 – August 2023

- Lead administrative efforts across 5+ client accounts in a hybrid role across travel, wine, and spirits including project management and organization to support in the retention of 3 high risk clients (\$240K annual revenue).
- Drafted an average of 6 pitches per month and executed leveraging media relationships to generate an average return of 4-6 qualitative coverage hits per client each month.

Public Relations Intern | New York, NY

January 2022 – May 2022

- Generated 5 creative and trend-driven story angles per month to support ongoing evergreen pitching of luxury travel, wine and spirit clients across lifestyle, business, trade, and regional target publications.
- Led all formats of reporting, cultivating strong client relations by sharing an average of 4 clips weekly per client and creating monthly reports highlighting an average UVM exceeding 1 million and AVE over \$900K.

M Science

Marketing Intern | New York, NY

June 2021 – August 2021

- Crafted social media posts for LinkedIn and Twitter using compliant language and creative messaging to increase post cadence and deliver a 30% increase in engagement over two months.
- Analyzed competitor websites and social media pages as well as in house social media analytics to implement specific strategies regarding website redesign and social media.