

Geneve Lau

COMMUNICATOR

CONTACT

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EDUCATION

BOSTON UNIVERSITY

2017-2021 | B.S., Communication Studies: Public Relations

EXPERIENCE

JAN 2021 - PRESENT WEBER SHANDWICK | NEW YORK, NY TECHNOLOGY PR INTERN

- Proofread and edit client documents
- Track brands in traditional and social media and report results
- Engage in team meetings and key brainstorms
- Client: IBM

SEP 2020 - DEC 2020 KEL & PARTNERS | BOSTON, MA PR INTERN

- Compiled media lists targeting regional and national publications in relevant verticals
- Researched relevant awards for client accounts
- Clients: Cumberland Farms, Stop & Shop, AquaVITea, Hydrow, Tertill

MAY 2020 - AUG 2020 DOUBLE E PUBLIC RELATIONS | NEW YORK, NY PR INTERN

- Compiled media lists and coordinated speaking opportunities at conferences
- Pitched thought leadership bylines to publications for clients
- Created final briefing books for clients
- Assisted in new business research and outreach
- Clients: The Social Element, FITCH, Nexus, Verdes, CROWN Social, Turner Duckworth

JUN 2019 - AUG 2019 THROPIC | BOSTON, MA DIGITAL MARKETING SPECIALIST

- Designed content for social media channels
- Conducted outreach to corporate brands about partnerships
- Covered events and reported back to social media channels for audience members

MAY 2020 - AUG 2020 HER CAMPUS MEDIA | BOSTON, MA INTEGRATED MARKETING INTERN

- Tracked impressions and engagement for content and ads in campaigns
- Planned Her Campus x Bumble Rosé Soiree Her Conference pre-party at Rosé Mansion
- Clients: Bumble, Moleskine, S'well, EF Tours

SKILLS

Media Monitoring
Pitching
Adobe CC
Microsoft Office
Google Suite
Copywriting
Slack

