

HILLARY ANGEL

PUBLIC RELATIONS | SOCIAL MEDIA | COMMUNITY RELATIONS

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Summary:

An award-winning public relations professional with marketing, community relations and social media experience. A motivated and creative communications strategist that brings a diverse skill set to enhance current and upcoming initiatives.

Professional Experience:

February 2015 – May 2020

Manager of Communications and Social Media

NASCAR | Auto Club Speedway in Fontana

- Planned, developed, and implemented communications strategies and social media initiatives to drive revenue and brand awareness for Auto Club Speedway and NASCAR.
- Managed Media Center with over 100 accredited media during NASCAR and IndyCar races while supervising event/volunteer communication staff.
- Organized on-site and off-site press conferences and media tours for industry executives and NASCAR/IndyCar race car drivers.
- Managed multiple social media networks while engaging with over 200,000 fans.
- Launched and monitored social media ad campaigns and contests/sweepstakes.
- Wrote and edited copy for press releases, media advisories, souvenir programs, internal newsletters, and web content.
- Booked speaking engagements, interviews, developed key message points, and prepared athletes, celebrities, and track executives for interviews.
- Participated in community outreach programs including presentations about Speedway programs.

July 2008 – January 2015

Public Relations Manager

Palm Springs Bureau of Tourism / Palm Springs Convention Center

- Developed, planned and implemented of all aspects of communication and collateral material to increase convention and leisure business.
- Handled multiple media inquiries through individual press visits, interviews, media familiarization trips, press conferences and itinerary development.
- Wrote press releases, media advisories, advertorials and advertising copy.
- Conceptualized, wrote, edited and proofed collateral material including visitor guide, rack cards and other promotional material to support marketing campaigns.
- Assisted with the development of a Palm Springs Experts Blog and management of four contributing bloggers.
- Built targeted media lists and managed the tracking of coverage reports.
- Provided public relations and marketing support for tourism partners – hotels, restaurants, retail and attractions.
- Assisted with marketing and public relations programs with UK and Germany agencies.
- Managed social media for three Facebook accounts, Twitter account, YouTube, and Pinterest.
- Assisted with content development for VisitPalmSprings.com website.

- Developed an integrated e-mail marketing program to communicate to visitors, stakeholders and travel industry professionals about destination news and travel deals.
- Creative development, content generation and distribution of monthly visitor e-newsletter and specific campaign e-blasts to a database of over 150,000 e-mail subscribers.
- Coordinated photography, b-roll and video shoots for campaigns to generate tourism.
- Assisted with marketing research programs including online surveys.
- Developed and maintained public relations and marketing budget.
- Coordinated with Convention Center sales team on marketing and public relations efforts.
- Attended various consumer travel trade shows to promote Palm Springs.

December 2005 – June 2008**Media Relations Strategist / Account Executive****Wilkin Guge Marketing**

Clients: Ontario Convention and Visitors Bureau; Dos Lagos; SE Corporation; Phoenix Motorcars; Keystone Automotive Industries; California Association of Marriage & Family Therapists.

- Developed and implemented strategic marketing and public relations plans.
- Built day-to-day proactive and reactive media relations in order to keep a pulse on the industry, respond to incoming media requests and assist editors and reporters.
- Developed and distributed press releases and editorial statements.
- Developed and cultivated excellent relationships with press and spokespeople.
- Developed and pitched story ideas to consumer and trade press.
- Researched and pursued new editorial opportunities to increase client exposure.

January 2002 - December 2005**Public Relations Coordinator****San Bernardino Convention & Visitors Bureau**

- Assisted with the development of a comprehensive plan of action for overall communication needs to achieve the goals and objectives of the bureau, including timeline and budget.
- Assisted travel writers, news, and travel press generating positive editorial coverage.
- Assisted with copywriting, design and production of various publications including the SBCVB Visitor Guide, visitor map and other marketing publications as needed.
- Coordinated all marketing and public relations initiatives for the Route 66 Rendezvous, the largest classic car show on the West Coast.
- Assisted automotive writers, trade publications and photographers generating positive editorial coverage
- Wrote press releases, media advisories and public service announcements.
- Designed and coordinated placement of advertising.
- Arranged all press activities including press kits, scheduling press room and press conferences.
- Completed month-end reports, monthly publicity reports and assisted with annual report and other reports as needed.

Education: California State University, San Bernardino: B.A. Marketing