



Elena Quinn, 27

"I want to help you accomplish your goals through valuable social storytelling, brand-building strategies, and effective writing"

Age: 27  
Gender: Female  
Income: \$76,922 per year  
Location: New York, New York  
Education: B.A. in Communications from University of Houston  
Status: Married, one child

## Director of Public Relations

### Goals

- 1. Provide social media management, influencer, and blogger outreach for fashion brands and designers.
- 2. Create public relations campaigns focusing on media relations and social media programs for a lifestyle and fashion clientele.

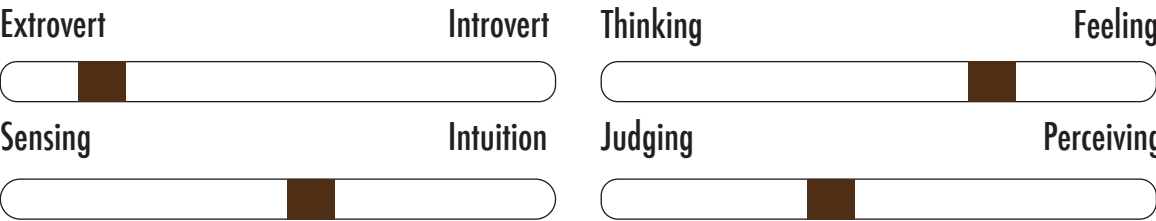
### Challenges

- 1. Wants to provide constant support to all lifestyle clientele, including fashion, beauty, tech, and health.
- 2. Struggles to establish client expectations before and during outreach.
- 3. Finds it difficult to agree on strategies, timelines, and goals.

### Bio

Elena is an intellectual and determined soul. Her aspiration is to offer guidance to brands and individual designers seeking to influence the online world. She enjoys working with people who have a clear and straightforward point of view in fashion and lifestyle. She also serves independent business owners, such as social media strategists, journalists, and freelance publicists. She focuses on providing support in business strategy and planning, brand-building content strategy, blog strategy, social media management, pitch writing, and influencer outreach. She is a devoted and an ambitious practitioner who strives to make a change and establish clear objectives to achieve results.

### Personality



## Content

- |                |               |
|----------------|---------------|
| Blogs          | Calendar      |
| Press Releases | Newsletters   |
| Books          | Publications  |
| Images         | Event Support |
| Videos         | Press Support |
| Magazines      |               |
| Interviews     |               |

## Writing Style

Short, persuasive, and descriptive.

## Social Media

Facebook: [facebook.com/elenaquinn](https://facebook.com/elenaquinn)  
LinkedIn: [linkedin.com/elenaquinn](https://linkedin.com/elenaquinn)  
Pinterest: [pinterest.com/elenaquinn](https://pinterest.com/elenaquinn)  
Instagram: @elenaquinn  
Website: [elenaquinn.com](https://elenaquinn.com)  
Twitter: [twitter.com/elenaquinn](https://twitter.com/elenaquinn)

## Possible Influencers

Research indicated that the audience for my blog was upper-middle-class female millennials (88%) between the ages of 18-34 (83%) with annual incomes between \$25,949-\$76,964 per year, presenting great passion for fashion public relations, fashion blogging, social media management, brand-building, fashion brands and influencers such as Crosby Noricks, Jennifer Matthews, and Chelsea Sallee. My blog focuses on sharing the latest news in fashion PR and the fashion industry in general. Millennials are changing the face of fashion by increasing fashion blogs and brands, following the most recent media trends, and shopping through social media.

### 1. Noricks, Crosby

Crosby Noricks is a digital marketing strategist and writer. She is the founder and director of PR Couture, as well as a lecturer in the Journalism and Media Studies Department at San Diego State University. She is known as the “fashion publicist’s most powerful accessory,” according to San Diego Union-Tribune from Noricks’ website.

- Email: [crosby@prcouture.com](mailto:crosby@prcouture.com)
- Twitter: <https://twitter.com/prcouture>
- Home Page URL: <http://www.prcouture.com>
- Address Line: 3603 43rd St
- LinkedIn: <https://www.linkedin.com/in/crosbynoricks/>

### 2. Matthews, Jennifer

Jennifer Matthews provides social media management and influencer outreach. She is a beauty and fashion blogger at My Beauty Bunny blog and the president of Top Tier Media, a public relations agency that offers social media strategy and influencer and blogger outreach.

- Email: [jen@mybeautybunny.com](mailto:jen@mybeautybunny.com)
- Twitter: <https://twitter.com/mybeautybunny>
- Home Page URL: <http://www.mybeautybunny.com>
- Address Line: 411 1/2 N Curson Ave

### 3. Sallee, Chelsea

Chelsea Sallee is a public relations and marketing professional who specializes in media relations, brand-building, events, social media management, and digital communications. As part of the executive board in Big Picture PR, she has obtained full press in print and online media, including InStyle, the New York Times, and Forbes. She also collaborates with Top Tier Media and acts as a public relations representative for clients at fashion and award shows.

- Email: [cbsallee@gmail.com](mailto:cbsallee@gmail.com)
- Twitter: <https://twitter.com/cbsallee>
- Home Page URL: <http://www.abitofsass.com>, <http://www.bigpicpr.com>
- Instagram: [@cbsallee](#)
- LinkedIn: <https://www.linkedin.com/in/chelseasallee/>

### Works Cited:

Image: <https://unsplash.com/photos/6PezXMvuCgk>

Demographics: <http://www.prcouture.com/media-kit/>, <http://crosbynoricks.com/>, <https://www.linkedin.com/in/robintolkandoyle>, <https://twitter.com/crosbynoricks>, <https://twitter.com/MyBeautyBunny>, <https://www.linkedin.com/in/crosbynoricks/>, <https://www.linkedin.com/in/jenmathews/>, <http://www.bigpicpr.com>, <http://www.prcouture.com>, <https://www.indeed.com/salaries/Fashion-PR-Salaries,-New-York-NY>

Tools and Platforms: HootSuite, CisionPoint, Twitter, and LinkedIn