

# Mari Feazel

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## EDUCATION

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- Chapman University: B.A. public relations and advertising, 3.9 GPA, December 2008

## EXPERIENCE

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### **Boscia Skincare**

5/2010 – Present

#### *Marketing Coordinator*

- Plan, execute and evaluate all web and email marketing activities, including weekly online promotions, to support sales objectives; increased web sales by 68.5% in 18 months
- Create and maintain long-term web marketing calendars, evaluating and adjusting based on effectiveness
- Analyze online sales trends and provide strategic support as needed to track sales goals
- Create and implement all copy and imagery for brand's web presence
- Grow and manage all social media platforms; increased Facebook fan base by 4,000% in 18 months
- Develop, maintain and create content for a brand-centered blog
- Work immediately under the Director of Marketing to assist in developing long- and short-term strategy and planning for online and in-store business
- Assist with development of promotions, sets and sampling programs for Sephora and other major retailers
- Assist with the creation of displays, shelf strips and planograms for Sephora and other major retailers
- Contribute to product concept development and forecasting collaborations
- Manage artwork production and proofing process for product packaging and collateral materials, including writing, editing, directing an external graphic designer and working with packaging vendors
- Develop, maintain and distribute educational materials for all existing products and upcoming launches
- Serve as a communication liaison between marketing department and all other areas, including product development, public relations, in-house and field sales, warehouse, customers, retailers and management

### **HKA, Inc. Public Relations**

3/2009 – 4/2010

#### *Account Coordinator*

- Composed, edited and distributed client press releases and media alerts
- Designed and wrote copy for agency and client websites, email blasts and advertisements
- Pitched to and secured interviews with media; conducted proactive outreach and follow up
- Secured placements in local, national, trade and business publications
- Compiled and maintained media contact lists and editorial calendars using the Cision media database
- Handled and directed media requests, facilitated interviews with company spokespersons
- Developed social media recommendations and presentations for clients encompassing LinkedIn, Facebook, Twitter and blogging
- Executed effective social media campaigns for clients
- Handled media coverage of and presence at client events

### **ROXY/Quiksilver**

9/2008 – 3/2009

#### *Public Relations/Product Placement Intern*

- Compiled, packaged and shipped sample product at request of publications for editorial photo shoots
- Selected and ordered product for television product placement, sample stock and celebrity gifting
- Compiled look-book and catalog information; proofed catalog copy and photography
- Researched coverage of sponsored athletes online and in print; maintained in Vocus media database

### **Rogers & Cowan, eMedia Department**

9/2008 – 12/2008

#### *Public Relations Intern*

- Used Cision database to research print, radio, broadcast and online media contacts for client coverage
- Researched blogs, message boards, podcasts and social media sites to create media lists for pitching
- Posted client information on event calendar websites and message boards
- Tracked and archived client coverage in online media

### **Chapman University Associated Students**

2/2008 – 5/2008

#### *Director of Public Relations*

*\*Contract Position*

- Designed and wrote copy for print and online promotional materials for University events
- Coordinated with publication services to create and distribute event advertising information
- Creatively publicized news about Associated Students to the student body

## **HONORS**

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- Winner, PROTOS Award – Media Relations, Public Relations Society of America, 2010
- Winner, Cecil Award, Best Entertainment Marketing Campaign 2008-2009, Chapman University
- Winner, Cecil Award, Best Public Relations Campaign 2008-2009, Chapman University
- Chapman University Chancellor's List, 2007-2008
- Chapman University Trustees Scholarship recipient, 2007-2008 and 2008-2009
- Public Relations Coordinator - Elected, Phi Theta Kappa Honor Society, 2005-2006

## **TECHNICAL SKILLS**

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- Microsoft Word, Excel, Outlook, PowerPoint, Publisher
- Adobe Photoshop, InDesign and Acrobat
- Online media databases: Cision, Cision Point, Vocus
- Website CMS software