

PAXTON MITTLEMAN

(516) 978-0005 | paxtonmittleman@gmail.com | Twitter: [@BlueHenPaxton](https://twitter.com/BlueHenPaxton)

LinkedIn: <https://www.linkedin.com/in/paxtonmittleman> | Website: www.paxtonmittleman.com

PROFESSIONAL EXPERIENCE

Technology Practice Intern

June 2017-Present

Ketchum, San Francisco, CA

- Collaborated with Ketchum Fellows program members to generate three brand activations to present to client
- Monitors media for trends relevant to clients and flags news when applicable with strategic recommendations
- Updates account management materials with team developments to ensure workflow efficiency
- Conducts media and competitor audits for new business prospects to help formulate new client pitch decks

Public Relations Intern

September 2016-December 2016

ab+c Creative Intelligence, Wilmington, DE

- Pitched and secured media placements for accounts through building media lists and calling relevant outlets
- Audited competitor web and digital landscapes to identify industry white space for client brand differentiation
- Analyzed research data to formulate business development pitches presented by senior account executives

Junior Strategy Intern

May 2016-August 2016

Firebrand Group, New York, NY

- Implemented [Pinterest tactics](#) leading to increased impressions for client's account by 118%
- Conceptualized and launched Firebrand Group's [Facebook Live](#) driving 1,000 views to the first show in 24 hours

LEADERSHIP EXPERIENCE

Vice President of External Affairs

May 2015-May 2017

Public Relations Student Society of America Delaware Chapter (PRSSA-UD), Newark, DE

- Led two conference fundraising campaigns with a 36% increase in 2015 donations and 9.7% increase in 2016
- Maintained relationship with PRSSA National via [writing contributions](#) and participation in national initiatives

Social Media Leader

August 2016-May 2017

University Office of Communications and Marketing, Newark, DE

- Oversaw 98 student-run accounts for university's Social Media Ambassador program
- Worked with a team of three other Social Media Leaders to expand the program's benefits and diversity

EDUCATION

Honors Bachelor of Arts in Mass Communication, Magna Cum Laude

May 2017

University of Delaware, Newark, DE

- Major: Mass Communication
- Minors: Advertising, English, Entrepreneurial Studies
- Cumulative GPA: 3.85

Semester Abroad

January 2016-April 2016

CAPA International Education, London, UK

Dean's List

August 2013-May 2017

University of Delaware, Newark, DE

SKILLS

- **Social media:** Facebook, Twitter, LinkedIn, Pinterest, Instagram, Storify, Flipagram, Snapchat, Periscope
- **Management platform fluency:** Cision, Factiva, Hootsuite, Sprout Social, HubSpot, Google Analytics
- **Knowledge of web/graphic design platforms:** WordPress, Weebly, Wix, Canva, Piktochart
- **Video editing background:** iMovie, Final Cut