

Sonia Lockett

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Marketing & Public Relations

Highly organized self-starter with extensive experience in the hospitality, music, film and entertainment industries. Able to think outside the box and develop compelling campaigns that reach targeted markets.

Career Highlights & Key Areas of Value to Your Organization

- ◆ Demonstrated success in managing high-profile events, including those for MTV Networks.
- ◆ Provided top-notch performance and efficiency with administrative support for The Hit Factory.
- ◆ Built up clientele and forged numerous profitable relationships throughout career.
- ◆ Media savvy and thoroughly knowledgeable of social media networks and marketing technology.
- ◆ Passionate about current lifestyle and cultural trends relevant to today's multi-cultural, urban and mainstream millennial consumer and industry trendsetters.
- ◆ Strong knowledge of the PR field including experience in media relations, press campaign development and execution of creative and strategic communication plans.
- ◆ Effective time management and multitasking skills; able to work under pressure in time sensitive environments.

Core Competencies

- ◆ Marketing & Promotions
- ◆ Strategic Planning & Execution
- ◆ SEO, SEM and PPC Campaigns
- ◆ Branding & Strategizing
- ◆ Media Relations
- ◆ Working with A-List Clients & Executives
- ◆ Event Planning / Event Management
- ◆ Budgeting, Forecasting & Analysis
- ◆ Product management and Development
- ◆ Strong Writing Skills/Press Releases

Software Skills: Microsoft Word, PowerPoint, Excel and Outlook; Google Analytics; Adobe Photoshop

Professional Experience and Accomplishments

Marketing

- ◆ Served as marketing Representative for the Xen Lounge in Studio City, CA. Successfully planned all events,, developed press releases and distributed to various media outlets and advertising agencies.
- ◆ Effectively managed client database and assisted the CEO with administrative tasks, scheduling meetings, follow-up phone calls to new leads as well as existing clients.
- ◆ Devised a \$60K budgeting plan for an innovative marketing strategy to promote this start-up venue.
- ◆ Hosted a major event with nearly 700 attendees. Consisted of up and coming actors/actresses and celebrities.

Public Relations

- ◆ On boarded as a key member of the Silicon Valley Film Festival and assisted in planning the entire event for eight years. Participated in board meetings at the State Capitol. Accountable for budgeting and promotions.
- ◆ Managed a wide range of PR activities, including contacting advertising outlets, setting up on-site and off-site promotional stands near local campuses.
- ◆ Launched an aggressive promotional campaign that brought awareness and garnered the participation of thousands of students to the festival.

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Public Relations Continued-

MTV Networks Logo Press:

- ◆ Engaged in extensive PR activities to market MTV’s awards show. Developed press kits, social media strategies and served as a liaison between guests, producers and sponsors.
- ◆ Played an integral role in leading a press conference for the “Sordid Lives” show, in addition to board meetings to discuss marketing development and promotional plans.
- ◆ Instrumental in scheduling appointments with A-list clients to continue generating more press for MTV.

Administrative Support

- ◆ Served as the Receptionist and first point of contact for The Hit Factory Criteria’s clients and engineers.
- ◆ Effectively managed in-bound phone calls, all mail, including emails and correspondence. Scheduled artists for various studio rooms, delegated food runs and ensured timely room service for clients.
- ◆ Managed client database and ensured all history remained current.

Employment History

Xen Lounge Studio City, CA <i>Marketing Representative</i>	2013 – 2018
Palace Hotel San Francisco, CA <i>Marketing Assistant</i>	2010 – 2013
The Hit Factory- Criteria Recording Studios Los Angeles, CA <i>Administrative Assistant</i>	2009 – 2010

Education

Bachelor of Arts: Public Relations | 2010 | Sonoma State University | Rohnert Park, CA

Professional Membership Organizations

Toastmasters- Member of the Bay City location in San Francisco.