

# Amanda Beresheim

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## PROFILE

10+ YEARS EXPERIENCE IN  
MARKETING AND COMMUNICATIONS  
MASTERY IN RETAIL AND LUXURY BRAND  
EVENTS & ACTIVATIONS  
STRATEGIC PLANNING AND  
MEDIA & INFLUENCER RELATIONS

## SKILLS

CAMPAIGN MANAGEMENT | SOCIAL MEDIA  
MARKETING | CRISIS COMMUNICATION |  
CONTENT DEVELOPMENT | EVENT  
MANAGEMENT | BUDGET MANAGEMENT |  
PROJECT MANAGEMENT | MICROSOFT 365

## LANGUAGES

**ENGLISH:** NATIVE SPEAKER  
**SPANISH:** CONVERSATIONAL

## EDUCATION

**MARIST UNIVERSITY** | POUGHKEEPSIE, NY  
BACHELOR OF ARTS COMMUNICATION  
STUDIES & BUSINESS MINOR  
CONCENTRATIONS: PUBLIC RELATIONS &  
ADVERTISING, BUSINESS  
2016-2020

**ASIA STUDY ABROAD PROGRAM** | ASIA  
INTERNATIONAL BUSINESS AND MARKETING  
STUDIES, CULTURAL AND RELIGIOUS STUDIES  
2019

**LOYOLA ACADEMY** | WILMETTE, IL  
CREATIVE ARTS CONCENTRATION, BROTHER  
SMALL ARTS GUILD MEMBER  
2012-2016

## PROFESSIONAL EXPERIENCE

### **TOM FORD & BALMAIN BEAUTY** | NEW YORK, NY

ASSOCIATE, PUBLIC RELATIONS & INFLUENCER MARKETING | AUG 2024 - PRESENT

Lead Public Relations for Tom Ford & Balmain Beauty in North America, driving communications and Earned Media to elevate brand identity, grow market presence, and position both brands in the ultra luxury beauty space. Spearheaded campaigns resulting in a +94% YoY EMV increase. Collaborate cross functionally with Retail, Creative, and Virtual Merchandising teams to ensure brand and commercial alignment. Manage high impact moments including the Tom Ford Beauty Oscars Suite, Paris & Milan Fashion Week Events and Balmain Beauty launch with Olivier Rousteing. Oversee PR agencies and cultivate strong media and influencer relationships to secure coverage across key markets.

### **TOM FORD, KILIAN PARIS, EDITIONS DE PARFUM FRÉDÉRIC MALLE** | NEW YORK, NY

COORDINATOR, PUBLIC RELATIONS | AUG 2023 - AUG 2024

Led PR and event strategy for Kilian Paris and Frédéric Malle, driving earned media and brand equity through high-touch activations. Executed Kilian Paris's *Smoking Hot* launch, generating \$500K+ in EMV, and Frédéric Malle's *Heaven Can Wait* NYFW dinner, securing \$100K in EMV both brands at the forefront of luxury fragrance and cultural relevance.

### **TOM FORD, KILIAN PARIS, EDITIONS DE PARFUM FRÉDÉRIC MALLE** | NEW YORK, NY

EXECUTIVE ASSISTANT, VP/GM AND TEAM SUPPORT | SEP 2021 - AUG 2023

Provided executive support to the GM, managing calendars, travel, expenses, and daily operations. Coordinated global meetings and events, prepared presentations and reports, and partnered with international teams to ensure seamless cross-functional alignment.

### **MALDEN CATHOLIC** | BOSTON, MA

COORDINATOR, COMMUNICATIONS AND MARKETING | AUG 2020 - SEP 2021

Led social content and communications strategy across digital, print, and events, supporting Advancement and Admissions goals. Executed high-profile events, created visual content, and developed multi-channel campaigns to boost brand consistency, community engagement, and digital presence.

### **AKERS PACKAGING SERVICE GROUP** | CHICAGO, IL

COORDINATOR, MARKETING AND CONTENT DEVELOPMENT | JUNE 2020 - AUG 2020

Developed advertising and communications across digital and print, creating targeted campaigns and content to boost engagement. Authored press releases and produced visual assets to support brand storytelling and ensure consistent messaging.

### **THE DAVIS COMPANIES** | BOSTON, MA

ASSISTANT, MARKETING | MAY 2018 - AUG 2018

Supported marketing, communications, and events across client and corporate accounts, boosting brand visibility through social media and content development. Created website copy, coordinated events, and ensured smooth operations through detailed documentation and planning.

### **CORE MARKETING SOLUTIONS** | BOSTON, MA

LEAD, SOCIAL MEDIA AND CONTENT DEVELOPMENT | SEP 2014 - AUG 2016

Supported marketing for an award-winning branding consultancy, organizing qualitative research and contributing to competitive positioning and insight driven strategy. Developed integrated marketing communications to enhance brand impact.