

Elizabeth Prats

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THE SOON-TO-BE ALMA MATER:

2009 – Present UNIVERSITY OF CENTRAL FLORIDA Orlando, FL
Bachelor of Arts in **Advertising/Public Relations and Creative Writing**
GPA: 3.9
Expected Graduation: Spring 2013

CAREER EXPERIENCE:

- July 2012 – Present: **THE RIGHTS FACTORY**
Literary Agency Intern
-Evaluating client manuscripts and providing extensive feedback and critiques
-Putting together submission lists
-Coordinating with several U.S., Canadian and U.K. editors to set up appointments for The Rights Factory President, Sam Hiyate, for the 2012 Frankfurt Book Fair
- Jan. 2012 – Present: **AUTHOR GILBERT KING**
Publicist
-Supplementing a national publicity campaign by HarperCollins for Gilbert King's "Devil in the Grove"
-Secured several articles in the Orlando Sentinel, the Daytona Beach News-Journal, a front page spread in The Daily Commercial, while others were picked up by the Chicago Tribune and Baltimore Sun
-Booked King at several Florida universities and law schools as well as literary festivals and radio shows
- Aug. – Nov. 2012: **RP INTERACTIVE** Orlando, FL
Account Management Intern
-Utilized SEO, wrote metadata, conducted competitive research, monthly reports and updated local listings for hospitality clients
- Jan. – June 2012: **ORLANDO HOME & LEISURE MAGAZINE** Orlando, FL
Editorial Intern
-Conducted interviews and wrote articles for the agenda section of the February to June issues
-Wrote several articles in the May's "Best Of" issue
- June – Nov. 2011: **AUTHOR STACEY DARLINGTON** Orlando, FL
Publicist
-Responsible for designing website, creating and compiling a book trailer, drafting and designing a logo
-Creating and implementing PR plan by actively garnering reviews from book bloggers
-Helping Stacey through all things social media, from increasing Twitter following to creating a blog meant to build her platform with fellow authors and literary agents
-Twitter following increased from 17 to 309
- May – July 2011: **TRESKOI PUBLIC RELATIONS** Orlando, FL
Publicity Associate
-Involved in pitching media for PeeWee PC (a children's laptop)
-Booked Kostya Kimlat for trial restaurant appearances
-Sole person responsible for compiling an extensive Holiday Gift Guide Media List
-Conducted research and cold-calls
-Edited and wrote press releases
-Created media kits, press clippings, and updated social media for various lifestyle clients

PERSONAL BESTS:

- Bilingual** (English and Spanish); Blogosphere Extraordinaire
- Currently querying a YA myth retelling, IT'S COOP NOT CUPID; Mac-Lover, Bacon's Cision friendly
- Proficient in FileMaker Pro; Adobe Photoshop, Illustrator, InDesign; Facebook, Twitter, Google Analytics, YouTube, Basecamp, Raventools, Microsoft Office, the lovely AP Style
- Fine Arts training at the Weston Art Institute for six years