

# Carly Beltramo

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<http://www.moviemarketingblog.com>

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**STATEMENT:** A renowned ability to craft even the longest of messages, news articles, or quotes into 140 characters or less.

**EMPLOYMENT** **Finn Partners: A Ruder Finn Company** New York, NY 02/11-present  
*Digital Communications Associate*

- Doubled Beringer Vineyard's Twitter following from 3,500 to 6,000 in just under four months with creative editorial content, specific brand marketing, fan interaction and various sweepstakes.
- Increased readers for the hotels.com *Travel Smart Blog* by 65% in just under six months through revamping the editorial content to include guest posts and giveaways.
- Increased CTIA Wireless Twitter followers by 40%, LinkedIn group members by 15%, and Facebook fans by 12% in just 6 months by managing and overseeing all editorial content.

**INTERNSHIPS** **Terry Hines and Associates,** Chicago IL 1/10-07/10  
*Film Publicity and Marketing Intern*

- Staffed screenings, coordinated press check-in, and wrote screening reports.
- Contacted local press to set up interviews with talent in films.
- Researched target markets for events, screening tickets, and promotional items.
- Ran several social media accounts for 43Kix in several markets.

**The Silverman Group,** Chicago IL 1/10-4/10  
*Public Relations Intern*

- Created targeted media lists, press releases and media advisories for clients.
- Pitched the media on upcoming client projects.
- Utilized social media such as blogging, Twitter, and Facebook to create buzz.
- Staffed client events and interacted with media to maintain relationships.

**Frey Design Productions,** Chicago IL 12/08-06/09  
*Public Relations and Marketing Intern*

- Researched, contacted, and placed short film in film festivals like Cannes.
- Created press materials, market proposals, and newsletter to support the film.
- Pitched stories to local and national print, television, & radio outlets.

**EDUCATION** **Columbia College Chicago,** Chicago IL May 2010  
*Bachelor of Arts: Marketing Communications focus in Public Relations*

**Semester in Los Angeles,** Columbia College Chicago 10/09-11/09  
*5-week immersion program in television, film, and new media marketing*

- Participated in intensive classes for film, television and new media marketing.
- Created market analysis for HBO's "Bored to Death" and the film "Nine" to present to the VP of Marketing at Dreamworks.

**SKILLS** **Computer:** Cision, HTML coding, Photoshop, Powerpoint, Excel, FileMaker Pro, Sysomos, Word, Access, Outlook, Dreamweaver  
**Social media:** Facebook, Twitter, YouTube, Google+, LinkedIn, Foursquare, Pinterest, Wordpress, Tumblr, Hootsuite, Crowdbooster, mobile apps