
PROFESSIONAL PROFILE / SUMMARY

- Over a decade of experience as a film, television, corporate, lifestyle, and unit publicist
- Mature, self-starter with core emphasis on flawless logistics and execution
- Proven ability to develop and maintain strong relationships with filmmakers, talent, journalists, key vendors and executives
- Experience in film and television producing
- Exceptional writing, editing, communication and staff management skills
- Available for contract, consultation, freelance opportunities

EXPERIENCE

2013 – Present | EV MILES MEDIA

Principal

- Owner of boutique publicity agency servicing film, television, lifestyle, web projects
- Crafted unique targeted campaigns for Lionsgate, Roadside Attractions, NBC Television and BET Films
- Provides production coordination services for independent film projects

2010 – 2014 | LIQUID SOUL MEDIA

Publicity Director

- Created and staffed self-sustaining publicity department within agency
- Strategized and implemented general market, urban niche and faith-based media campaigns for film projects from studios including Warner Bros. Pictures, Lionsgate, 20th Century Fox, Disney and Universal Pictures
- Multicultural Publicity Agency of Record for NBCUniversal Television
- Publicity Agency of Record for Bounce TV Network
- Executed corporate publicity objectives for the Women's National Basketball Association (WNBA), Walmart, General Mills, United Negro College Fund (UNCF)
- Heightened awareness for diversity initiatives within NBCUniversal
- Conceived and managed campaign activations at Essence Music Festival and National Association of Black Journalists (NABJ)

2010 | DECLARE YOURSELF (A Division of Act iii Communications)

Media Spokesperson / Publicist

- Coordinated key aspects of the travel and exhibition of an extremely valuable, original print of the Declaration of Independence, owned by renowned television producer Norman Lear
- Engaged local media in several U.S. cities to generate awareness and excitement among the public
- Developed key messaging for local leaders and executives
- Managed relationships with corporate sponsors and partners

2006 – 2009 | DuVERNAY AGENCY MEDIA + MARKETING (Formerly DVA PR)

Director of Publicity and Programming

- Series publicist for programs from networks including ABC Family, ABC Daytime, BET, TV One and Independent Film Channel (IFC)
- Personal publicity team for Academy Award-winning actress/singer Jennifer Hudson
- Publicity agency of record for CodeBlack Entertainment, BET/Urbanworld Film Festival and Giant Magazine
- Co-Producer “This is the Life” feature documentary
- Co-Producer “Saturday Night Life” short film
- Producer and publicist for agency subsidiary Forward Movement Films
- Segment producer and publicist for entertainment series “N’contrast” (BET J Network)
- Talent booker for entertainment/faith series “Epiphany” (Word Network)

2005 – 2006 | DuVERNAY AGENCY MEDIA + MARKETING

Publicist

- Series Publicist for programs from networks including UPN/CW, Sony Pictures Television and Paramount Television
- Publicist for films from studios including Focus Features, DreamWorks Pictures, Paramount Pictures and MGM
- Publicist and consultant for “America Magazine”

2004- 2005 | DuVERNAY AGENCY MEDIA + MARKETING

Senior Publicist

- Launched UPN/CW series “Second Time Around”
- Executed campaigns for DreamWorks Pictures and Animation including *Collateral*, *Madagascar*, *Shark Tale*, and *Over the Hedge*
- Lead publicist for niche campaigns for FX Television and Fox Home Video
- Unit publicist for independent film *Constellation*, and DreamWorks Pictures’ *Biker Boyz*

2003- 2004 | DuVERNAY AGENCY MEDIA + MARKETING

Jr. Publicist

- Executed home video publicity campaigns for Warner Home Video, DEJ Productions, Showtime Entertainment, UrbanWorks Entertainment, Universal Home Video and Image Entertainment
- Publicity support for Paramount Television series “Girlfriends”

EDUCATION

Virginia State University

Emphasis: English/Mass Communications

California State University, Dominguez Hills

BA Emphasis: Public Relations/Advertising

REFERENCES:

Julie Fontaine | SVP Theatrical Publicity, Lionsgate

Quincy Newell | EVP, General Manager, Codeblack Films

David Pollick | SVP, Publicity, Roadside Attractions

Ava DuVernay, Filmmaker/Owner of DVA Media + Marketing

Nate Kirtman | SVP, Entertainment Publicity, NBC Universal Television