

PEYTON KLEMM

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EXPERIENCE | SENIOR ACCOUNT EXECUTIVE | SPM COMMUNICATIONS

JUNE 2021 – PRESENT

- **Account Management:** Lead and work across cross-functional teams including creative and social; participate in team and agency brainstorms; manage day-to-day client relationship; lead client status calls
- **Influencer Relations:** Research and engage with potential influencer partners; support influencer activations
- **Marketing and Social Media:** Support the development of photo and video content for social media and email marketing use; monitor social media channels and engage in community management; staff client photoshoots managing the timeline and ensuring adherence to brand guidelines and shot book; develop social media and email copy while maintaining brand voice
- **Public Relations:** Develop personal relationships with key media; draft media materials; provide client service support including preparing client reports and compiling media coverage; support development of overall public relations plan; research award opportunities

BRAND/CONSUMER ACCOUNT EXECUTIVE | EDELMAN

OCTOBER 2017 – JUNE 2021

- **Account Management:** Lead and work across cross-functional teams including design, digital and strategic planning; manage a client budget and provide monthly budget reports; train and manage peers and interns; serve as the liaison between account team and in-house design team/freelance designers to execute creative needs; participate in the strategic planning process; participate in the new business process including research, proposal and pitch preparation
- **Design:** Lead brainstorming sessions; staff photo shoots; assist in the creation of quarterly client materials
- **Event Planning:** Lead client product launches and activations in Dallas and New York City including development and management of the schedule and run of show, securing brand ambassadors and staffing needs, planning, presenting and securing all branded materials for presentations and events, adhering to a client budget and timeline
- **Executive Visibility:** Vet media opportunities and prepare c-suite executives for interviews
- **Public Relations:** Write, edit and proofread materials including media lists, pitches, and press releases; provide client service support including preparing client reports and compiling media coverage
- **Previous:** Brand/Consumer Assistant Account Executive (April 2018 – October 2019), Brand/Consumer Intern (October 2017 – April 2018)

CLIENT SERVICES INTERN | WEBER SHANDWICK

MAY 2017 – OCTOBER 2017

- **Public Relations:** Build media lists, draft media pitches and conduct outreach to broadcast media, print media, and influencers; track media coverage, monitor for social media coverage and compile media coverage reports; manage social media accounts; write blog posts; develop industry trend reports

MARKETING INTERN | JONES WALKER, LLP

JUNE 2015 – MAY 2017

- **Design:** Develop marketing and promotional graphics such as event materials and informational fliers
- **Event Planning:** Plan and execute regional events and networking events
- **Marketing:** Communicate with and make donations to civic and charitable organizations on behalf of the regional offices; handle sponsorships and ticket requests for events and organizations in the region; organize all marketing and promotional materials needed for events

SPORTS INFORMATION ASSISTANT | LOUISIANA STATE UNIVERSITY SPORTS INFORMATION

AUGUST 2014 – SEPTEMBER 2015

- **Event Planning:** Set up, coordinate, and staff postgame press conferences and various sporting events
- **Public Relations:** Act as a mediator between local and national media and the LSU Sports Department; supervise media personnel during player interviews
- **Writing:** Record and document player and coaches' statements; research facts and statistics for stories, game notes and media guides

EDUCATION | LOUISIANA STATE UNIVERSITY, MAY 2017

MANSHIP SCHOOL OF MASS COMMUNICATION

Bachelor of Arts in Mass Communication, Public Relations | Minors in Business Administration and Visual Communication
LSU Distinguished Communicator

SKILLS & ABILITIES

AP Style | Adobe Creative Suite | Collaboration | Communication | Editing | Event Planning | Layouts | Leadership
Media Pitching | Media Relations | Organization | Photography | Public Speaking | Research | Teamwork | Videography