

MARY WATSON

Los Angeles, CA | 213.923.4417 | mwatson@mail.com

Director of Talent & Media Relations

TALENT BOOKING ♦ PUBLICITY MANAGEMENT ♦ PUBLIC RELATIONS

Creative and entertainment savvy executive leader with demonstrated success directing all aspects of celebrity, talent, brand and influencer relations and 12 years of experience in strategic entertainment marketing, public relations, events management, and communications. Proven expertise in team management, creative consultation, paid and organic influencer partnerships, and oversight of influencer content across key platforms. **Adept in crafting innovative programs, strategies, PR, and content and that drive high quality messaging** while successfully leading the identification, recruitment, negotiation, and management of creators, celebrities, talent, leading brands, event/community leaders, and advocates.

PROFESSIONAL SKILLS

- ♦ Influencer/public relations
- ♦ Events management
- ♦ Team building/leadership
- ♦ Publicity management
- ♦ Celebrity/brand partnerships
- ♦ Campaign PDEP
- ♦ Budget management
- ♦ Talent booking/negotiation
- ♦ Project management
- ♦ Brand strategy/analytics
- ♦ Social media (paid and organic)
- ♦ Relationship management

PROFESSIONAL EXPERIENCE

MARY WATSON PR | LOS ANGELES, CA

Owner/Director of Talent & Media Relations

11/2014 - Present

Direct the sourcing, negotiation, contract management, and oversight of leading brand, talent and influencer relations for a boutique marketing communications agency. **Manage all aspects of talent relations**, wrangling, appearances and integrations, celebrity partnerships, media relations, brand marketing campaigns, and special events. Spearhead strategic celebrity procurement, contract negotiations and talent relations for endorsement deals on behalf of a variety of brand. Design, draft, edit and implement talent/influencer materials. **Oversee leading high-impact PR placements**, consumer engagement, branded content, social/multi-media content, advertising programs, and editorial initiatives. Proactively identify new and upcoming talent and maintain up-to-date knowledge of trends. Key clients include Weight Watchers, Nike, and Microsoft.

- ♦ **Pitched talent and show ideas and produced a launch PR plan** as show publicist for a syndicated daytime talk show lasting five seasons.
- ♦ **Served as PR liaison** for Academy Award, Golden Globe Award, and two Grammy Awards recipient during national media tour, promos, and award show season. Booked *3rd Annual Hollywood Pre-Oscar Party*. Co-produced a pre-Oscar music celebration.

- ◆ **Worked with executive talent producers** to book Academy Award, Golden Globe Award, Emmy Award, and three Grammy Awards recipient as a presenter/performer for the *BET Awards*, *BET Hip Hop Awards*, *Trumpet Awards*, and *Soul Train Awards*. Pitched, negotiated and booked as a performer for Nike's World Basketball Festival. Served as stage manager for non-profit foundation's art show.
- ◆ **Served as freelance publicist** assisting three Grammy Awards recipient with red carpet, press coverage, and media room interviews for *Grammy Awards* and *BET Awards*.

SELF-EMPLOYED | LOS ANGELES, CA

Freelance Talent Booker/Coordinator/Consultant

2/2009 - 11/2019

Creatively engaged with producers to book celebrity performers, talent, and presenters for various awards shows, including the *Grammy Awards*, *Emmy Awards*, *People's Choice Awards*, and *AMA Awards*. Participated in the conceptualization and design of performance ideas for stage and video packages. **Oversaw the hiring and management of managers, assistants, and coordinators.** Engaged with publicists, agents, and label representatives to identify and communicate talent needs to show executives, including negotiating talent riders, travel, budgets, and confidential data.

- ◆ **Led talent relations and booking initiatives** across all verticals for awards events.

BILLY MILLER PR | LOS ANGELES, CA

Media & Talent Relations Specialist

1/2003 - 1/2009

Served as primary client contact and liaison with peers in the PR/Communications department, focusing on building and maintaining relationships with reporters, influencers, celebrities, artists, and glam squads and collaborating in the **design of marketing strategies and social media messaging campaigns.**

EDUCATION

NORTHWESTERN UNIVERSITY | EVANSTON, IL
Master of Science in Communication, 2019

LOYOLA UNIVERSITY | CHICAGO, IL
Bachelor of Science in Communication, 2018