

Andreina Centlivre

PR Executive / Former Journalist

I am a strategist who amplifies clients' brands by translating complex business and legal topics into compelling stories. I create communication strategies that influence target audiences. I am passionate about sustainability and the steps corporations take to reflect their social responsibility.

[Portfolio](#)

New York, NY

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Work Experience

Senior Account Executive / Infinite Global

Nov 2019 – Present, New York, NY

Infinite Global is a PR agency serving professional services firms. I lead teams that land about 40 media opportunities per month per client and average conversion rates around 55%. I focus on tech, ESG, energy, and real estate.

- Grew client's social media reach by 40% creating consistent, new, and informative content that reaches C-Suite executives
- Landed coverage on impact investing in *Financial Times* and *U.S. News & World Report* building client's profile in ESG compliance
- Secured op-ed on cybersecurity and national legislation in *The Hill*
- Created crisis plan that managed \$2M ransomware attack by collaborating with client's counsel to consider legal requirements and business goals

Communications Consultant / Freelance

Oct 2018 – Oct 2019, Louisville, KY / New York, NY

I launched a business serving non-profit and start-ups' communications needs. Grew client base by leveraging relationships and attending networking events.

- Increased reach of asset management conference by 40% producing and distributing video to high-net-worth clients unable to attend event
- Augmented wholesale platform's registration by 50% leading a publicity campaign that targeted trade publications and social media influencers
- Surpassed clients' fundraising goals by 20 to 30% acting as spokesperson and emcee at charity galas, auctions, and sporting events

Video Journalist / WAVE 3 News (NBC Affiliate)

Dec 2016 – May 2019, Louisville, KY

Wrote, shot, and produced visual multi-platform news stories under strict deadlines for 660K live viewers. Held accountable to cross-organizational teams.

- Awarded for demonstrative story that focused on urban development and highlighted the city's lack of public transportation
- Increased Facebook audience by 20% by creating social media campaign for Hispanic Heritage Month

Video Journalist / ABC 57 News (ABC Affiliate)

Sept 2014 – Nov 2016, South Bend, IN

Wrote, shot, and produced news stories as a solo journalist for 310K viewers.

- Generated bilingual news series attracting new demographic to station

Assistant Buyer / Bloomingdale's

Feb 2012 – June 2013, New York, NY

Managed \$350,000 business and forecasted sales to make purchasing decisions.

- Identified and initiated \$50,000 return reducing department liability

Skills

Client Services
Content Creation
Crisis Comms
Media Relations
Media Training
Presentations
Public Speaking
Script Writing
Social Media
Spanish
Story Pitching
Video Editing
Video Production

Awards

KY News Photographers Association

Breaking News 2018

Society of Professional Journalists

Transportation News 2017

Chicago Regional Emmy

Weather Coverage 2016

EQUUS Film Festival

Equestrian News 2015

Education

Specs Howard School of Media Arts

Broadcasting

Aug 2013 – Aug 2014

University of Michigan

BBA, Business

Aug 2007 – Dec 2011