

FABRICIO COSTA

IDEA FACILITATOR/FREELANCE MEDIA PROFESSIONAL

CONTACT

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EDUCATION

Bachelor's Degree in
Journalism
Minor in Public & Professional Writing
Montclair State University –
2016

Lambda Pi Eta - The Honor
Society of the National
Communication Association

Dean's List 2014 - 2016

E. Fantone Media Center
Award Recipient 2016

New Jersey Collegiate Press
Award 2016

SKILLS

- Native fluency in Portuguese
- Proficient fluency in Spanish

Cision, Hootsuite, Slack,
SEM Rush, Photoshop,
Freshdesk, Premiere,
Microsoft Word, Excel,
Powerpoint, Publisher,
Final Cut Pro, YouTube,
After Effects, Pro Tools,
WordPress, GoogleDrive,
Analytics, Adobe
Lightroom, Illustrator, MS
Office Suite, Wide Orbit

PROFESSIONAL EXPERIENCE

SENIOR ACCOUNT EXECUTIVE

FleishmanHillard; New York, NY – March 2020 to May 2020 (COVID-19 Lay-off)

- Led a new project campaign for a product release with the Philips Hue smart lighting system that featured an original idea, where we pushed the creativity boundaries of the product to new limits
- Worked with clients such as TCS, the NYC Marathon, and Salesforce to develop and execute public relations strategies including special events, media opportunities, online conferences, and media briefings
- Managed day-to-day activities necessary to ensure completion of communications initiatives for a number of B2B and B2C clients in the technology, health, lifestyle and wellness industries

ACCOUNT EXECUTIVE

FischTank Marketing and PR; New York, NY – July 2017 to March 2020

- Successfully launched a number of new clients and products with media results in top tier outlets such as Wired, NYT, Business Insider, People, Fortune, Bloomberg, amongst others.
- Developed press materials including pitches, press releases, and media alerts for multiple clients while monitoring and maintaining records of press coverage
- Maintain updated media lists and contacts as well as field media calls and monitor press coverage
- Social media management, including working with different SMR and SEO tools

COMMUNICATIONS INTERN

Indicate Media; New York, NY – September 2016 to May 2017

- Write press releases, participate in client acquisition, perform social media audits, and design social media strategies
- Prepare weekly, monthly and quarterly client reports and media updates
- Contributed, submitted, edited and managed content for both company and clients' websites

TRANSLATOR

VICE Media; New York, NY – October 2016 to November 2018

- Identify and exchange international articles with global appeal, and recommend English articles that are available for translation into other languages
- Write and update freelance editorial translator style guide and editorial guidelines for each vertical

TRAINER/HEAD COACH

Teaneck FC; Franklin Lakes, NJ – September 2013 to Present

- Focus on coaching soccer and mentoring children from ages three to 18 in various areas in the NJ/NY area
- Trained and recruited for programs and academies in Northern New Jersey such as NJ Heat, Elite Soccer Academy, Ridgewood Maroons Soccer Club

MARKETING & DISTRIBUTION INTERN

Universal Music Group; New York, NY – June 2015 to September 2016

- Performed inventory management and invoices for national and international sales
- Sent mailings to clients and buyers featuring recordings and press releases from bands like Black Sabbath, Queen and Rolling Stones
- Uploaded and edited track information including media files and cover art to digital multimedia portals such as iTunes, Google Play and Pandora

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INTERESTS

- Soccer
- Music
- Podcasts
- Networking
- Music Recording
- Mixed Martial Arts
- Muay Thai
- Hiking
- Video & Audio Editing
- Enlightenment Books
- Concerts
- Personal Training

INDEPENDENT WORK/CAREER DEVELOPMENT

PARTNER/EDITOR

Equipe Fabricio Jiu-Jitsu/FIT Jiu-Jitsu | 2017-Present

- Create educational and promotional content for one of the top Brazilian Jiu Jitsu gyms in the world
- Edit audio/video files into an entertaining format
- Post on social media and interact with followers
- Plan events and giveaways
- Translate relevant articles to the mixed martial arts interested community
- Help find sponsors and advertisers

FOUNDER/MEDIA EDITOR

What Are U Listening 2? | 2018-Present

- Frequently featured prominent listeners and share new information on upcoming artists
- Handle all business inquiries
- Conduct giveaways/paid social advertisements
- Offer free exposure to upcoming artists across a variety of genres

TRAINER/MEDIA LEAD

FIT Close The Distance | 2020-Present

- Lead the health virtual/in personal fitness project "Close The Distance"
- Conduct underwriting projects and lead workouts for a number of clients using weight training/MMA inspired workouts
- Handle all business inquiries
- Promote and coordinate social media initiatives

REFERENCES UPON REQUEST

Thomas Franklin
Award-winning
Photojournalist
The Today Show, Good
Morning America, CNN,
and Oprah

Kelly Whiteside
Journalist
USA Today/Sports
Illustrated

Katelyn Caruso-Sharpe
Former Supervisor
FischTank Marketing
and PR

Robert Kriest
Former Supervisor
FischTank Marketing
and PR