

Vita DeCeglio

Phone : 484-788-5011

E-mail: vitadeceglgio@gmail.com Website: VitaMcHale.com

Public Relations / Marketing

Public Relations-Earned Media Specialist, SEO Link Building

ConsumerTrack / GOBankingRates

2019

- Collaborate with SEO team, S/S squad and researchers to brainstorm titles, optimize methodologies and outline content presentation formats, resulting in high-quality earned media pick-ups
- Research and identify key influencers, journalists and experts nationally, regionally and in niche markets
 - Devise and launch successful outreach strategies, building relationships with key contacts
- Secure back-link placements on high domain authority websites that cover personal finance information and news
 - More than 250 linked mentions (5 months) from sites with an average DR of 73
- Analyze and track earned media pickups, reporting and presenting monthly results wins and challenges to leadership
 - Identify trends, patterns, top-performing stories and outlets, as well as areas of improvement
- Responsible for curriculum and media training for researchers, writers and editors

Public Relations – Media Outreach and Representation, SEO Strategy

Freelance

2017 - Present

- Between The Buried and Me/QCG – Publicist
- SRae Productions – Publicist, Global Media Outreach, SEO strategy

Channel Marketing / Communication Coordinator

Lutron Electronics

2016-2017

- Operational lead for sales promotions
 - Designed and executed sales promotion that exceeded previous initiatives by 60%, reducing costs
- Content research, design, and education: training, merchandising sales tools, and outreach campaigns
- Develop effective sales strategies and materials to accelerate customer education and adoption

Public Relations Representative

World Media Group / Lawyer.com

2015

- Department supervisor for Lawyer.com Public, Community, and Internal Communications
- Create, plan, execute and implement Public Relations initiatives and events for global dot-com company

Television Production / News

TV/Video Event Production and Coordination

Freelance

2017-Present

- Talent Assist – NBA All-Star
- VIP Coordinator – Kid Rock
- Production Coordinator / Stage Manager – SEC Nation
- PA / Lighting /Wardrobe – ESPN BMBOC
 - PA – ESPN: College GameDay
- Stage Manager / Booth Coordinator – ESPN

News Anchor/Reporter/Producer

Blue Ridge News 11

2011-2014

- Anchor/Producer/Reporter for primetime newscast
- Supervises reporting staff of 30

Video Journalist

Spectrum News (Time Warner Cable News)

2014-2015

- Breaking news, on-camera, one-man-band journalist in top 25 news market

Production Assistant

Lou Reda Productions – The History Channel

- PA and research assistant for Emmy award winning *World War II in HD* and *Vietnam in HD*

Anchor/Reporter

The Centre County Report

- One-man-band reporter/anchor for WPSU news program

Host/Producer

We Are: The Millennials – The BIG Ten Network

- Show host/producer for national show highlighting the Millennial generation

Awards and Nominations

- 2013 Emmy Nominee- News Single Story or Series

Skills

- Cision, TrendKite, Ahrefs, Final Cut Pro, ENPS, Dalet, ProTools, Microsoft Office Suite, Google

Education

