Camila Vizcaino BUF 4900 Dr. Adomaitis 4/30/23

Job Description

As per the Fashionista website, <u>House Of</u> is a New York-based public relations boutique agency focused on sustainable and BIPOC designers. Dedicated to putting clients front and center, House Of seamlessly enhances visibility for both emerging and established brands through media attention, the digital space, social conversation, identity consulting, innovative experiences and influencer reach. House Of employs a holistic, comprehensive and analytical approach with a big-picture strategy to leverage each facet of paid, owned, and earned content.

The Account Coordinator position at *House Of* Fashion public Relations firm responsibilities include: conducting sample trafficking for loan requests, gifting, Packing samples, creating send outs, scheduling messengers, ensuring returns are in the showroom, updating inventory etc., Draft & send out pitches, Assist Account Managers with ad hoc projects, Email clients with placements daily, Update contacts in GPS, Update brands' Press Status Report, Maintain showroom, Do monthly expense reports for each client, and supervise interns.