

Ava Kavyani

2141 Wolftrap Court ▪ Vienna, VA ▪ (703) 967-9303 ▪ Ava.Kavyani@gmail.com

WORK EXPERIENCE

Winter 2012 to Present

Freelance Publicist | Washington, DC

- Implemented launch publicity campaign for Dutton/Penguin USA's *New York Times* bestselling novel *All Necessary Force*, which included national TV and radio appearances, reviews in mystery/thriller publications, outreach to military media and blogs, and scheduled local media and events for a 10-city book tour
- Planned and executed 6-month publicity campaigns for literary novels in Harlequin's MIRA imprint, which included pitching women's, literary and general-entertainment magazines, National Public Radio, Top 100 daily newspaper book review editors, regional fiction radio and online media
- Compiled publicity campaign proposals for literary agent Nancy Ellis-Bell's unsold works and planned pre-sale marketing campaigns for various nonfiction, memoir, and education titles

Summer 2009 to Fall 2011

Dutton, Penguin USA | Senior Publicist | New York, NY

- Planned and executed publicity campaigns for various titles in the literary and commercial fiction, mystery/thriller, science, pop culture, memoir, and lifestyle genres including several *New York Times* bestsellers
- Collaborated with TV networks, businesses, universities, and outside PR teams to manage book campaigns for a large number of celebrity titles including Bravo's *The Real Housewives of New York City* and Discovery Channel's *Storm Chasers*
- Maintained media relationships and met regularly with book review editors and producers
- Planned events and author tours
- Wrote press materials and pitched various media outlets, booked interviews and features with major national electronic media like *Today*, *Good Morning America*, *The Early Show*, *Morning Joe*, *Weekend Today*, *Rachael Ray*, NPR, Sirius XM Radio, *New York Times*, *New Yorker*, *Washington Post*, *The Wall Street Journal*, *USA Today*, *TIME*, *Entertainment Weekly*, etc.
- Managed intern program
- Updated social media sites with company news
- Pitched Dutton list to industry trade publications

Spring 2006 to Summer 2009

The Crown Publishing Group, Random House, Inc. | Associate Publicist | New York, NY

- Planned and executed publicity campaigns for various titles in the fiction, nonfiction, cookbook and lifestyle genres including President Barack Obama's books and the following *New York Times* bestselling titles: *American Lightning*, *Look Me in the Eye*, *The Green Book*, and *A Tragic Legacy*
- Maintained media relationships with book review editors and producers
- Planned events and author tours
- Wrote press materials and pitched various media outlets

Fall 2004 to Spring 2006

Comcast's E-Asylum | Correspondent, Segment Producer | New York, NY

- Conducted junket interviews
- Covered red carpet events
- Researched show topics
- Produced movie reviews and segments
- Interviewed celebrities such as Richard Gere, Juliette Binoche, Angelina Jolie, Will Smith, Leonardo DiCaprio, Colin Farrell, Paris Hilton, Kevin James, Jerry Stiller, Jared Leto, Eva Mendes

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Spring 2005

***CNN International's Diplomatic License* | Intern | New York, NY**

- Attended press conferences and hearings at the United Nations
- Interviewed ambassadors on salient issues
- Logged tapes, and arranged footage to be used on show

Fall 2003

***PBS's Flashpoints USA with Bryant Gumbel and Gwen Ifill* | Production Assistant | New York, NY**

- Greeted guests
- Ran and managed production office
- Organized script distribution
- Updated rundown

Fall 2002

***ABC's Good Morning America* | Booking Intern | New York, NY**

- Booked guests for the show
- Sorted through press releases and news wires
- Pitched story ideas
- Researched show topics

Fall 1999

***The Washington Post* | Member of Teen Panel, Contributor, Freelance Writer | Washington, DC**

- Discussed teen issues and story ideas with editors and other members
- Assisted staff writers with reporting
- Published several bylined articles

EDUCATION

May 2005

New York University, College of Arts and Science

Bachelor of Arts | Broadcast Journalism and Political Science with a Minor in Law | Magna Cum Laude

HONORS AND AWARDS

- Magna Cum Laude
- Awarded Don R. Mellett Prize for contributions in broadcast journalism
- NYU Founders' Day Award for Academic Achievement

SKILLS AND QUALIFICATIONS

- Reporting, research, writing, layout, editing skills
- Excellent written and verbal communications
- Knowledge of media research programs like Cision and LexisNexis
- Proficient in Microsoft Office including Outlook, Word, Excel, Power Point, and Publisher
- Fluent in social media programs including Facebook, Twitter, YouTube, and Tumblr
- Attended Training and Development Classes for Presentation Skills, Creativity and Innovation, Search Engine Optimization, and Management
- Fluent in Farsi