

Paige Pistotnik

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EDUCATION

Boston University | College of Communication | Boston, MA

May 2027

B.S. in Public Relations | Minor in Business Administration & Management at the Questrom School of Business

Related Coursework: *Marketing: Concepts to Consumers, Principles & Practices of Public Relations, Business Ethics & the Creation of Value, Communication Research Methods, Writing for Communications, Measuring Financial Value, Understanding Media*

PROFESSIONAL EXPERIENCE

Tarte Cosmetics | New York, NY

June 2026 - August 2026

Public Relations Intern

- Strategized campaigns from concept to execution for brand activations, partnerships, and influencer campaigns including the Snatch Stick Glambulence, exceeding sales projections by 2.4x with more than 5M social media views
- Developed Tarte's CC Serum cake mailer, pairing influencer PR packages with exclusive packages and early product access, organically driving 22,000+ waitlist sign-ups before launch
- Tracked brand coverage daily in Muck Rack across Vogue, Allure, ELLE, and InStyle, analyzing unique monthly visitors (UMV), sentiment, engagement, and sales data to benchmark performance against competitors

Select Management Group | Los Angeles, CA

May 2024 - August 2024

Intern

- Strategized creator campaigns, including Hairitage by Mindy's Heritage Hotline, generating 6M+ views
- Served as Company Assistant for three weeks, identifying new talent as well as maintaining client and brand relations
- Coordinated NIL athletes, Olympians, and influencers, including Jordan Chiles' 2024 Summer Olympics press tour

Faculty of Computing & Data Sciences | Boston University

August 2026 - Present

Marketing and Communications Specialist

- Owned and evolved social strategy, scaling Instagram user engagement by 236% in one month
- Built a competitive analysis of content pillars, audience engagement, audience behavior, and posting cadence, delivering recommendations to improve Instagram and LinkedIn performance

Atelier BALTUS | Paris, France

March 2026 - April 2026

PR and Marketing Intern

- Developed cross-cultural brand strategies for global markets through market research, creating marketing materials and coordinating promotional assets for international presentation
- Supported PR outreach and brand visibility in preparation for the Plug In Trade Show in Tokyo

ADDITIONAL EXPERIENCE

PRLab, PopUp Bagels | Boston University

August 2026 - Present

Account Executive

- The longest-running student-led and staffed, full-service public relations agency in the country
- Built a social content calendar and TikTok plan with content pillars, posting guidelines, and audience targeting, aligned with corporate brand guidelines
- Drove brand awareness through targeted press partnerships including BU Today and The Daily Free Press

Alpha Phi International Fraternity | Boston, MA

February 2024 - August 2025

Director of Social Media & Director of External Events

- Created the chapter's social media strategy, growing Instagram and TikTok presence by 20%

Nahmias Runway, Palais de Tokyo | Paris, France

January 2026

Volunteer

- Supported backstage production of Nahmias' Fall/Winter 2026 "Wipeout" show at Paris Fashion Week, coordinating model call times, team roles, and overall flow of the show

SKILLS

Analytics & Tools: Microsoft Excel, PowerPoint, Muck Rack, Meltwater, Search Engine Optimization, Generative AI

Creative: Adobe Photoshop, Canva, CapCut, Edits by Meta

Marketing: Influencer & Creator Partnerships, Competitive Analysis, Social Media Management, Digital Marketing, Event Support