

# TONI PERLING

## CREATIVE COMMUNICATIONS

### OBJECTIVE

To leverage my cutting-edge skills in content creation, public relations and screenwriting to help a new or established brand achieve its storytelling goals with a variety of targeted audiences.

### KEY COMPETENCIES

- Written & Visual Storytelling
- Marketing Research
- Media Relations
- Audience Engagement
- Communication
- Brand Development
- Strategic Planning
- Social Media Strategy
- Graphic Design

### EDUCATION

#### Northwestern University

##### BS, Communications

NU Club of Los Angeles  
Past Co-President

NU Club of Atlanta  
Board Member

### CONTACT

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### EXPERIENCE

#### Marketing Communications

##### Goldstar.com & Others, Apr 2010 - Present

- Create engaging event descriptions and sales copy for more than 10 million users of live entertainment ticketing site Goldstar.com, with content also appearing on Groupon, Yelp, Facebook and Eventbrite
- Research, write, copy edit, add SEO and fact-check content for a variety of websites via various CMS, including FemmeCritic, DoggieNames, Dogster, InkTip, MediaAccessPro, ehow and TrueStories4Hollywood

#### Screenwriter / Story Producer

##### CBS, Discovery Channel, TLC & Others 1995 - 2005

- Writer of various produced network and cable television comedy and drama series episodes, including "Dr. Quinn, Medicine Woman" and television movies, including "Dying to Dance," "Vanished Without a Trace" and "Terminal Error"
- Writer/post story producer for reality, design, competition and medical mystery shows including Mike Mathis Productions' "I Didn't Know I Was Pregnant" (Discovery); GRB Entertainment's "Luxe Life" (Travel Channel) and "Diagnosis X" (TLC); Pietown TV's "ReDesign" (HGTV); 10x10 Entertainment's "Made in the USA" (USA) and "Kitchen Trends" (HGTV)

#### PR/Communications Specialist

##### Saving the Lives of Our Own & Others, May 2005 - Mar 2010

- Coordinated press, publicity and public relations for organizations including Saving the Lives of Our Own, United Healthcare Workers-West, Writers Guild of America West and Clean Car Wash Campaign
- Wrote and distributed press releases, flyers and other supporting materials targeted to a variety of stakeholders
- Secured major network and local coverage for rallies, strikes and other public initiatives