

## **Samuel J. Heller**

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### **Summary of Experience**

Public relations specialist with fifteen years of experience working with corporate and not-for-profit clients. Recognized for strong media relations track record delivering print, broadcast and online coverage resulting in record web traffic and visibility. Global media coverage for clients includes AP, Reuters, CNN, Today Show, MSNBC, New York Times, Washington Post, People, Access Hollywood, etc. Additional competencies in research and writing to promote new products and online events.

### **Work History**

#### **2012-Present**

**Sam Heller Communications, Los Angeles, CA**

##### ***Principal***

- Develop media strategies, create, manage and execute media relations, interactive marketing and social media campaigns. Write/ghostwrite news articles and press materials.
- Serve as director of publicity for auction clients including: Nate D. Sanders Auctions, Robert Edward Auctions, Grey Flannel Auctions, Huggins & Scott Auctions. Garner global pre- and post-auction media coverage. Secure executive profiles and speaking opportunities for auction management.
- Led media relations campaigns resulting in \$6.6M Honus Wagner T-206 card sale, record breaking price for Orson Welles' Oscar for Citizen Kane, sale of 15 Oscars for \$3M and multiple Nobel Prizes.
- Start-up, non-profit and consumer goods clients include: FarmSense, ChannelEngine, Online Residential, Dave Phinney Winery, Chocovine, Camp Krem, Santa Monica History Museum, Afikim, North American Conference of Ethiopian Jewry, Twisted Alchemy, LaMuse Café, among others.

#### **2010-2012**

**Nate D. Sanders Auctions, Los Angeles, CA**

##### ***Marketing & Business Development Associate***

- Developed and managed social media and SEO strategies to support media relations efforts for auctions of high-visibility items; efforts contributed to \$10M annual sales increase.
- Responsible for all media relations. Served as primary media contact, corporate spokesperson.
- Wrote press releases, pitches, developed media outreach strategies.
- Compiled e-newsletter. Conducted celebrity outreach to secure auction items.
- Comparative pricing research, competitive analyses, ad trafficking.

#### **2006-2009**

##### ***Public Affairs Researcher & Contributing Writer***

- American Jewish Committee (Los Angeles). Researched social justice and political issues, crafted grant proposals, edited website content.
- Israel Project (Jerusalem). As public affairs fellow, produced backgrounders and fact sheets, compiled research on politicians, issues and platforms.
- Anti-Defamation League (Los Angeles). Contract researcher responsible for developing comprehensive report on supremacist groups for use by intelligence and legal communities.
- Ha'aretz (Tel Aviv). Researched, wrote articles, edited website content, and managed online discussion forums during the Second Lebanon War.

### **Education**

#### **2008**

**UCLA, Los Angeles, CA. BA: History. *Cum laude***

Study abroad in Rome and Vienna, focusing on European history and art

#### **2004-2005**

**Tel Aviv University, University of Haifa and Hebrew University**

Middle East history, Hebrew language studies

### **Skills/Activities/Interests**

Photoshop, Illustrator, Dreamweaver, Cision, Muckrack, InDesign, Slack, ChatGTP, Monday.com, QuickBooks. SEO, Google Analytics, HTML. Basic web design. Conversational Hebrew. Charitable missions aiding the deaf and hard of hearing. Tennis, theatre, film, art, nature, travel, photography.