**Job Title:**  Account Executive                                       **Los Angeles**: Lifestyle + Entertainment

Rogers & Cowan/Frukt has an exciting opportunity for a dynamic Account Executive in our rapidly expanding Lifestyle & Entertainment department that boasts clients in lifestyle, entertainment, fashion, beauty, hospitality and special events.  The position will assist a bi-coastal team in conceptualizing, organizing and executing buzz-building PR and influencer marketing strategies, innovative campaigns, VIP programs, and celebrity/influencer activations.

Looking for a creative and resourceful team player with an entrepreneurial mindset and ideas to share.  Individual should be current on pop culture, celebrity trends and style with an established network of media and influencer relationships to become part of a team that implements a mixture of traditional and non-traditional ideas and goals.

Candidate must have experience in celebrity relations, VIP seeding and deep understanding of entertainment, pop culture and current events. Candidate will help to manage on-brand celebrity collaborations, brand activations and influencer seeding programs across fashion, beauty, lifestyle, spirits and consumer.  Help to lead west coast fashion, beauty, lifestyle press initiatives, manage creative seeding and product placement programs, celebrity shoots, activations, high- profile influencer events and red carpets. Must have relationships with , or be willing to create, long and short lead national celebrity/buzz, entertainment, fashion/beauty print, broadcast and online outlets, in addition to event press and high-traffic fashion/beauty and celebrity blogs.  Individual should have existing relationships with social influencers, fashion stylists, celebrity managers/makeup artists/ publicists/agents/personal assistants, as well as an established database of contacts that can translate into event, partnership and sponsorship opportunities.  Track placements, secure earned media, and press results.

This position will report to an Account Director in New York, but will work across two teams located in NYC and LA.

**Skills/Requirements:**

* Bachelor’s Degree
* 2 years of entertainment/fashion/consumer lifestyle PR experience; agency experience desired, but not required
* Strong verbal & written communication skills
* Thorough knowledge and passion for fashion and entertainment industries; must be able to identify celebrity and fashion trends
* Event management experience
* Ability to work well individually and as a team member
* Knowledge of social media platforms
* Strong industry contacts
* Proficient in using Microsoft Office, Fashion GPS and Cision
* Organized, able to multitask and pay attention to detail
* Ability to communicate effectively
* Strong social skills
* Networking skills with PR professionals and media
* Staff and support client events and red carpet opportunities

**All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability or protected veteran status. Rogers & Cowan is an EO employer – M/F/Veteran/Disability.**