

ERIN DANIEL MCKEE

American with British residency

**PENTHOUSE
62 RIVERS HOUSE
KEW BRIDGE ROAD
LONDON, UK
TW8 0ES**

THEY SAY

“Erin is one of few smart and talented PR’s that I go to.”

Jefferson Hack ‘Dazed and Confused’

"Erin understands how the media operates, that is why he is one of the sharpest PR’s on the map!"

"Victoria Newton, Deputy Editor, The Sun

"Erin McKee is fantastic whether we're dealing with him professionally or out socialising with him!"

Eva Simpson, Deputy Editor, The London Paper

"Erin has an expert, well-rounded knowledge, which makes him synonymous with 'Great PR!'"

Simon Mills 'GQ'

“Erin is a PR DIAMOND!”

Elizabeth Saltzman, VANITY FAIR U.S.

“I couldn’t recommend Erin highly enough!”

Tim Bourne, Founder, Exposure

ERIN DANIEL MCKEE

Erin McKee began in fashion and lifestyle PR. Working for such companies as Sign Of The Times, Lynne Franks, Paul Smith, Evisu, Tommy Hilfiger (whom Erin launched in Britain at London Fashion Week) and Gap. As this time he was also organising exclusive events for celebrities (Madonna's Brits party).

Erin then founded Spirit Media, an entertainment and lifestyle PR firm. This company quickly became a leading force in entertainment PR. Erin won a 'Brit' award for his press campaign for pop group Liberty X and through the course of the company worked with a diverse client list which suited his bespoke approach to PR. Erin and Spirit Media were also taken on to handle the event press and event celebrity recruitment for companies including: Starbucks, Kodak, and Tango.

Some of the names that Erin and Spirit Media worked with and facilitated or:

BBC TV, ITV and LWT, Channel's 4 and 5, Duran Duran, Boy George, Denise Van Outen, Hugh Hefner, Thora Birch, Christina Ricci, Joaquin Phoenix, Josh Hartnett, Goldie, Top Vogue photographer - Amanda Eliasch, Joan Collins and Tara Newley, Catalina Guirado, Madonna, top directors Ridley Scott & Marcus Nispel, Michelle Collins, former Eastenders Actress - Troy Titus-Adams, Actress - Samantha Robson, Darren Day, chart-topping pop acts BoBak (Another Level), the artist - Chris Gollon, the 'It girls' Tara Palmer-Tompkinson and Tamara Beckwith, former Eastenders Actress - Judi Shekoni, Lifestyle TV presenter - Yasmin Mills, and Natalie Imbruglia.

EVENTS HIGHLIGHTS

Sir Anthony Hopkins and Ferragamo Dinner for The Tuscan Sun Festival 09
UK launch of Tommy Hilfiger
Ciroc Vodka and P. Diddy European Tour
Fifty Years of Vogue Italia
Chicago The Musical 10th Anniversary Gala, London and New York
Ashlee Simpson and Jessica Simpson birthday Event, London
French launch of Peroni Nastro Azzurro, Monaco
Starbucks Summer Parties, London
Tango - Product launch, London and rest of Europe
Sega- Game launch, London and rest of Europe
Tia Maria- UK Launch of Tia Lusso, London
Kodak - UK Launch of Single-Use Camera, London

Album launches and concert tour events for the following artists:

Madonna, Simply Red, Duran Duran, Boy George and Culture Club, Liberty X, Mica Paris et al
Film Premiers: Notting Hill, Casanova and Rabbit Fever

CLIENTS

Current Talent Representation:

Mica Paris
Calum Best
Roger Taylor (Duran)
Marky Ramone of The Ramones
Marky Ramone for Tommy Hilfiger Denim
BBC Breakfast presenter and Sex and The City star Jo Good

Hotels and Resorts:

Palazzo Guisgardo, Pietrasanta, Italy
Il Borro Village, Italy

Luxury Travel:

The Black Selection®, Italy

Music Industry:

Forears Recordings / Lorenzo Del Pero

CAREER HIGHLIGHTS

Calum Best Present

Client: Insanity Group - Advocacy Consultant
Level: Media and Celebrities

Mica Paris Present

Client: Mica Paris - Publicist
Level: Media and Celebrities

Il Borro by Ferragamo Present

Client: Il Borro - Advocacy Co-Consultant
Level: Media and Travel

N'Dambi Present

Client: N'Dambi - Co-Publicist
Level: Media and Celebrities

Jose Cuervo September 2008 - Present

Client: Platino Tequila - Trade and Consumer launches
Level: Media and Celebrity Director

Exposure May 2008

Client: Nobu Berkley/ Nobu Hotels Launch
Responsibilities: Celebrity recruitment and Media relations for launch of Nobu Hotels. Paris Hilton, Benji Madden, Rick and Kathy Hilton, Bryan Ferry, Sadie Frost and others attended.

Gabrielle Shaw Present

Level: Advocacy Director
Clients: www.gabrielleshawcommunications.com Clients include Ciroc Vodka, Peroni Nastro Azzurro, Don Julio Tequila et al.
Notable activities: P.Diddy and Ciroc Vodka, P. Diiddy European Tour, Vogue Italia and Peroni Nastro Azzurro – Fifty Years Of Italian Style.

Exposure September 2006 - Present

Level: Media and Celebrity Consultant/ Director
Clients: Gran Centenario Tequila and Platino Tequila (Diageo)
Results: For two consecutive years I have directed this premium tequilas media relations/ press and celebrity recruitment surrounding high- profile events it sponsors. The events included: Chicago: The Musical with Ashlee Simpson, Cent Magazine/ Paul Smith launch hosted by Erin O' Connor, Ashlee Simpson's Birthday Party, and Chicago: The Musical 10th Anniversary Gala. My resulting press coverage for the events had a media value of £550,000. I have also worked on future PR strategies for the brand.

Admaiora Srl April 2004 - Present

Level: Freelance PR Consultant
Clients: www.bespokeitaly.com - www.theblackselection.com and luxury hotels The Casa del Borgo and Villa Mangiacane

Results: This Italian-based luxury travel b2b company's objective was to broaden their international profile within opinion forming UK and US media
UK - The Guardian, ES Magazine, Tatler

- US – O Magazine (Oprah Winfrey), W Magazine and the New York Times

Magnum PR

Level:

Director

Clients:

Universal Music (Classics & Jazz), Beulah-music artist,
Pogson & Davis – Bespoke Tailor, Michelle Cadbury – Artist,
UFFA (Russian Fashion Forum), Carpaccio – Restaurant

Results:

- Universal Music project to launch their new artist Beulah into national media (tabloid and broadsheet) and celebrity titles
- Corporate brand development of Pogson & Davis a Mayfair based bespoke tailor. Together with the implementation of strategic product placement on Prince William, Ozzy Osbourne, Duran Duran, Jared Leto, Joaquin Phoenix and Jonathan Rhys-Meyers et al
- Event Management of Michelle Cadburys' gallery exhibition
- Event Management of five fashion shows at the Natural History Museum for UFFA
- General Electric Bio- medical Conference – Istanbul –Event Management
- Event Management and celebrity endorsement of Carpaccio's restaurant in South Kensington

Spirit Media

Level:

Founder, Co-director

Clients:

Some of the names that I have worked with and facilitated: BBC TV, ITV and LWT, Channel's 4 and 5, Madonna Duran Duran, Boy George, Denise Van Outen, Hugh Hefner, Thora Birch, Christina Ricci, Joaquin Phoenix, Josh Hartnett, Goldie, Tamzin Outhwaite, Anita Pallenberg, Top Vogue photographer - Amanda Eliasch, Joan Collins and Tara Newley, Catalina Guirado,, top directors Ridley Scott & Marcus Nispel, Michelle Collins, former Eastenders Actress Troy Titus-Adams, Actress - Samantha Robson, Tara Palmer-Tompkinson, Tamara Beckwith, Yasmin Mills, and Liberty X.

Results:

- Product launch for new 'Starbucks in the City' summer 2003 product - strawberry Frappacino at Nells Mayfair hosted by Sophie Anderton
- Product launch for 'Starbucks in the Summer' 2004 product - Caramel Frappacino at Somerset House
- Event Management of the 'Kiss Me Quick' party for Kodak to launch their single use camera
- Event Management for Tango in association with Sega Games
- Event Management for Tia Maria's new drink called Tia Lusso
- Victoria Newton's inauguration party for The Sun newspaper at Momo's
- Launch of No.5 Cavendish Square, Teatro and Brown's Club
- Winning a BRIT award for the press campaign for pop group Liberty X
- Co-coordinating brand ambassadorships including River Island and Liberty X, Catalina and Asda amongst others
- Launching the children's books 'Misty' and subsequent BBC Saturday morning television programme
- Launched revamped Eurovision TV show 'Making Your Mind Up' for BBC 1 and it's past and subsequent winners for Sony/ BMG

N Lasharie PR February 1997 - April 1999

Level: Account Director

Clients: Fashion: Evisu, J.Lindberg, Duffer of St George, Ben Sherman, Acupuncture, Hard Yakka, Peter Werth, Strellson, Patty Shelabarger, Abe Hamilton, Anthony Symonds, Bernstock Spiers, Adriano Goldschmied, Jeffery West, Olivia Morris et al
Consumer: Montana, Dakota and Canyon restaurants, K-Bar (Wardour St & Chelsea), Papagayo

Results:

- UK Launch of Evisu Jeans at London Fashion Week
- UK Launch of Australian denim brand Hard Yakka
- Brand repositioning of Duffer of St George
- UK Launch of J.Lindeberg