

Dynamic, analytical, and creative professional with 10+ years of experience in Public Relations, Brand Management, Strategic Corporate Communications, Investor Relations, and Marketing across a variety of industries. Proven history of producing highly successful, large-scale publicity, PR, thought leadership, and product marketing campaigns in a hands-on, collaborative capacity. Demonstrated ability to deliver exceptional results aligned with organizational mission and objectives.

Areas of Expertise include:

- Public Relations Campaigns
- Content Marketing & Writing
- Corporate Communications Strategy
- Marketing Strategy & Planning
- Executive Communications
- Press Releases & Pitches
- Media Relations & Outreach
- Cross-Functional Strategy
- Celebrity & Influencer Relations
- Strategic Counsel & Planning
- Brand Management
- Investor & Financial Communications
- Crisis Communications & Management
- Social Media Strategy & Management
- Thought Leadership & Op-eds

PROFESSIONAL EXPERIENCE

UNICO PROPERTIES – SUBSIDIARY OF UNICO INVESTMENT GROUP • Seattle, Washington • 7/2018 – Present

COMMUNICATIONS MANAGER, 12/2019 – Present

Led and managed marketing and communications department which supported company activities across Unico including: investments (acquisitions and fundraising), sustainability, corporate social responsibility, development, solar financing, and diversity and inclusion communications. Pitched, secured, and negotiated some of the biggest stories and notoriety company has received: national and international coverage of Unico's blockbuster \$710M institutional fund sale to a Goldman Sachs affiliate, a featured interview with the company's president in the American Business Journal, securing SVP's "Dealmaker of the Year" recognition and featured interview, and the national coverage of company's multi-million dollar transactions in key markets and sustainability achievements.

Key Accomplishments:

- Led multi-city PR team to secure 350+ positive stories about the company's activities in national, trade, and local outlets.
- Produced and published 75+ pieces of original content including case studies, narrative pieces, op-eds, and thought leadership.
- Saved department \$30K in additional costs by consolidating brand of previously acquired company.
- Drove and coordinated company's official diversity, equity, and inclusion programs to successful launches and events.
- Nominated for 2019 "Rookie of the Year" award and 2020 "Summit Team Award"—company's highest honor recognizing employees who have achieved meaningful success in their position.

COMMUNICATIONS SPECIALIST – PUBLIC RELATIONS & MEDIA, 7/2018 – 12/2019

Led, ideated, and managed development of PR, internal/external corporate communications for Unico and its national subsidiaries, and markets. Collaborated closely with executive team to determine overall organizational communications and PR priorities. Managed external PR partners and vendors across key markets and brands to facilitate their needs, strengthen efforts and communication, and ensure alignment with company goals. Provided editorial content direction for external partners, fostered and maintained media relationships and reactive media requests; and served as company spokesperson. Orchestrated and conducted media interviews and prepared executive leadership for interviews, panels, and keynotes. Delivered expert counsel and developed flexible strategies for media relations, creating EVP/C-level briefing documents. Drafted and published press releases, media statements, pitch letters, EVP/C-level talking points, internal company-wide emails, and original editorial content (op-eds, thought leadership, interviews), etc. Facilitated positive investor and stakeholder relations with presentations, data analysis, and collateral development.

Key Accomplishments:

- Significantly increasing engagement and growth utilizing social media platforms.
- Internally led and executed company's SEO strategy, fortifying SEO profile to include keywords associated with Unico's investment activities, resulting in 56% of 352 keywords ranked among top #100 results.

CONTENT HARMONY • Seattle, Washington • 6/2017 – 3/2018

PUBLIC RELATIONS MANAGER, 9/2017 – 3/2018

Secured broadcast, print, and online media coverage including placements in *Fortune*, *Mashable*, and *Forbes* magazines. Reached audience of 150M+ with stories and video placed across USA Today newspaper network, E.W. Scripps Company network of television/radio stations, and Time Inc. properties.

PUBLIC RELATIONS & OUTREACH COORDINATOR – CONTRACT, 6/2017 – 9/2017

Managed PR, media, and promotional strategies—outreach, content marketing, link acquisition—for corporate clients ranging from enterprise to startups such as Capital One Shopping (formerly Wikibuy), Panda Security, Coastal, and more. Oversaw and coordinated outreach efforts and strategies for new client pitches. Implemented editorial calendar to manage content and authored content for digital and print media.

Key Accomplishments:

- Successfully executed national publicity campaign at the height of the back-to-school season, securing print, online, and broadcast coverage for key clients with placements in *Fortune*, *Yahoo! Finance*, *Observer*, *USA Today*, and 60+ other major outlets.

DTLA ENTERTAINMENT GROUP / POLIMEDIA • Los Angeles, California • 3/2010 – 11/2016

VICE PRESIDENT OF TALENT (PUBLICIST, TALENT MANAGER, PRODUCER), 12/2015 – 11/2016

PUBLIC RELATIONS CONSULTANT, 4/2013 – 12/2015

SENIOR PUBLICIST & ASSOCIATE PRODUCER, 1/2012 – 4/2013

PUBLICIST & EXECUTIVE ASSISTANT, 3/2010 – 12/2011

Managed PR, publicity campaigns, media relations strategies, brand management, and communications for celebrity clients. Designed, authored, and distributed electronic press kits, compiled and maintained press lists, fostered contacts, and managed social media platforms. Spearheaded major projects, securing rights for scripts, creating investors packets for financing, and handling client acquisition in addition to producing documentaries, film, and television projects.

Notable clients included: Oscar-winner Cloris Leachman, Tom Sizemore, reality television personality Josh Flagg, Oscar-nominated actress Sally Kellerman, actor Bud Cort, etc.

Key Accomplishments:

- Generated \$150K in sales within one month for single title by successfully executing dedicated marketing campaign; organizing author appearances (local bookstores and LGBTQ festivals), media interviews for print and broadcast, on-screen advertising (BravoTV), and executing branded digital campaign reaching millions of followers across multiple platforms. The title—sold 5K copies during first print run.
- Successfully executed B2C marketing of *School Emergency Management: The Practical Approach to Implementation* reaching 10K U.S. school districts and selling 2K+ copies; by designing, authoring, and distributing thousands of mailers, outreach emails, and marketing materials to district superintendents and safety officers.

UNITED STATES MARINE CORPS • Twentynine Palms, California • 7/2006 – 1/2010

ASSISTANT OFFICE MANAGER / AMMUNITION TEAM CHIEF & RECORDER

Directed team out of unit's main office, assisted senior leaders, and maintained administrative records for 150+ personnel. Directed ammunition team, securing constantly accurate inventory of all ammunition worth hundreds of thousands of dollars. Developed curriculum, instructed classes, and provided direction, mentorship, and training to Marines.

EDUCATION & TRAINING

COURSEWORK TOWARD Bachelor of Arts (Political Science) - incomplete
UNIVERSITY OF SOUTHERN CALIFORNIA | Los Angeles, California | 2013 – 2015

Associate Degree (Journalism)
COLLEGE OF THE DESERT | Palm Desert, California | 2010 – 2013