

## EXPERIENCE: 10+ years

### FREELANCE

#### INDEPENDENT CONTRACTOR

##### Fractional Director of Communications / PR Consultant

Remote (Aug 23 - Present) • LA (Nov 18 to Apr 21) • NYC (Jun 14 to Nov 18)

Secures speaking opps in SXSW, VidCon, Advertising Week NY, broadcast, print, online, podcast, and short-form video interviews for founders and C-Suite executives • Serve as strategic advisor to leadership, business, marketing, and other key stakeholders on all internal and external communications • Directed grand opening programming for Moxy Hotel Times Square, a 612-key property, with an average of 3-4 weekly activities for guests and 2-3 headline press activities per month

### AGENCIES + FIRMS

#### RELEVANCE INTERNATIONAL

Woman-owned, full-service PR & brand-building agency w/ over \$10M in annual revenue spanning offices in NYC, LA and London specializing in real estate, hospitality, corporate, and luxury goods including Sotheby's International Realty

##### Vice President • LA (Nov 22 to Aug 23)

Developed and executed a B2B multimarket strategy in 14 key territories for Nielsen's first-ever global annual marketing report, resulting in 4,596 total B2B placements across EMEA, The Americas (excl. US) and APAC with a potential audience of 35+ billion; resulting in top-tier coverage in international broadcast, consumer and trade titles and 8 direct sales leads from advertisers • Leveraged data and analytics to develop strategic corporate and consumer communications plans (internal & external) • Created SOPs for agency's influencer relations approach • Effectively managed and maximized partner, sponsor and media relationships • Responsible for employee experience strategy, talent acquisition, new business leads, the office's P&L • Directed bicoastal marketing committee, events team, digital department, social media committee

#### POV AGENCY

BIPOC-owned boutique firm specializing in corporate communications, PR, influencer & talent relations, strategic partnerships, DEI, and awards strategy

##### Associate Vice President • LA (Apr 21 to Nov 22)

Directed the World Lacrosse multimedia #LAX28 bid for Olympics "Indigenous made, globally played" Native American heritage campaign • Exceeded eCommerce client's 3-month PR campaign benchmarks resulting in 30 press hits (including The Ellen DeGeneres Show), and a 40% increase in organic search rankings • Strategized and executed a media blitz announcing the Chan Zuckerberg Initiative partnership with Keys to Equity, earning 42 press hits within one month • Created agency SOPs for integrated marketing and partnership approach • Managed office operations and P&L, including budgets, HR, and talent acquisition

#### QUINN PR

Global PR agency w/over \$10M in annual revenue specializing in real estate, hospitality, tourism, food/wine/spirits, ranked Highest 5-Star Ranking in Forbes' America's Best PR Agencies

##### Account Supervisor • LA (Dec 18 to Mar 20 \*COVID-19 layoff)

Grew U.S. booked room nights by 20% in one year for Setouchi Tourism Authority through strengthened reporter relationships and expansive media placements • Delivered weekly data-driven insights and actions to SVP, driving strategic decision-making • Led Diversity & Inclusion Committee with inaugural initiatives

##### Account Executive • NYC (Jan 15 to Feb 16)

Executed B2B and B2C PR campaigns that became agency's proud case studies • Created agency's first internal social media brand strategy which grew traffic to company's website, resulting in increased new business leads

#### ALLIED GLOBAL MARKETING

Cannes Lions and Effie award-winning marketing agency w/over \$100M in annual revenue honored as "Agency of the Year" by The Bulldog Reporter

##### Senior Account Executive • NYC (Feb 16 to Apr 17)

##### Account Coordinator • VEGAS (Aug 13 to Jun 14)

##### PR Associate • VEGAS (Aug 12 to Aug 13)

## REPUTATION

### CAREER HIGHLIGHTS

#### ACCOMPLISHMENTS

- Directed strategic communications plan within 6-figure marketing budget announcing global **SaaS** merger between two **tech** giants with over 300 employees
- Earned 3 industry awards for exceptional integrated PR and marketing campaigns: 1 Silver Distinction in Environment & Sustainability, Shorty **Social Good** Award, and 2 Silver **Hospitality** Sales and Marketing Association International (HSMAI) Adrian Awards
- Created **health & wellness** client's 6-month PR campaign resulting in 125% increase YOY totaling 46.7B+ YTD earned media impressions
- Launched 7 **consumer product goods** including development of a unique private label product line tied to launch of **eCommerce** site which became company's 3rd best-selling brand (6% of revenue within 6 months)
- Partnered retained clients with major brands and talent including: JetBlue, Warner Bros., MasterCard Priceless, Lyft, National Geographic, Morgan Freeman, Slick Woods, G Eazy, W. Kamau Bell, Sean Astin, Bustle Digital Media Group, Well + Good, Jimmy Fallon

### SELECT CLIENTS

Kanazawa City (UNESCO Heritage Site), Volcano House in Hawaii Volcanoes National Park, Marriott International, City of Pasadena (Pasadena CVB), Las Vegas Convention and Visitors Authority, National Museum of the Navy (Navy History Heritage and Command), The Rink at Rockefeller Center, Kendall-Jackson Family Farms, Chan Zuckerberg Initiative, Nielsen

### COMMUNITY INVOLVEMENT

**URBAN SADDLES** empowering underserved youth with resources and community to learn + train with horses Member • South Central LA (Mar 2022 – present)

**SOUTHERN CALIFORNIA COMMUNITY COUNSELING CENTER** • Diversity, Equity & Inclusion Community Corporate Counselor • LA (certified 2020)

### EDUCATION

**M.A. Museology, Cultural Heritage Management**  
Johns Hopkins University, 2023

**B.A. English & Comparative Literature**  
UNC Chapel Hill, 2012

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### AVAILABLE UPON REQUEST

References, full client roster, case studies