

KRISTINA M. KING

strategic communications & earned influence

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EDUCATION

Ithaca College.

Bachelor of Science in Integrated Marketing Communications; graduated *summa cum laude*.

Concentrations included PR, holistic wellness and international politics.

Phi Kappa Phi, Lambda Pi Eta, Oracle Honor Society.

RECENT AWARDS

North America SABRE (2020)

- Best B2B Campaign (Pantone)
- Best Consumer Campaign, Fashion & Beauty (Pantone)

Innovation SABRE (2020)

- Best Financial Sector Campaign (Zelle)

PRWeek (2020)

- Honorable Mention, best in Data Insight (Zelle)

Tearsheet Awards (2020)

- Best Data Marketing Campaign (Zelle)

Gold SABRE Awards (2018)

- Shortlist, Chemicals & Industrials Sector (UTC)

ASK ME ABOUT

The sound of Classic Blue.

Launching the Pantone Color of the Year 2020 was a wild ride.

Bobby Berk on a Lyft float.

That time a Queer Eye star married my friends at NYC Pride.

The feminist financial pop-up.

Experiential wonderland Stacks House, presented by Zelle.

Miss America Organization.

Specifically, the time I accidentally won a pageant before brunch.

My first Pacific crossing.

On a sailboat, the summer before I turned five.

EXPERIENCE

present
2017

Huge Inc.

SENIOR MANAGER, STRATEGIC COMMS. (PREV.) PR MANAGER.

Future-proofing comms with emphasis on thought leadership, large-scale activations, innovation & executive visibility.

- Serve as day-to-day client contact, leading strategy and execution of deliverables tied to long-term comms plans.
- Design go-to-market messaging architectures, positioning and strategies for product and brand launches.
- Develop media strategy and execute media campaigns for large-scale consumer & industry activations.
- Manage action plans and timelines for client events, brand launches, media thought leadership and campaigns.
- Plan, message and execute innovative activations and experiences at leading industry & culture events, including SXSW, NYC Pride and Fast Company Innovation Festival.
- Select clients: Zelle, Pantone, Verizon, Lyft, AcuityAds, FSA/FAFSA, SK-II, Bose, OneMarket (Westfield) and UTC.

2017
2016

FleishmanHillard.

SENIOR ACCOUNT EXECUTIVE, MEDIA.

Key media strategist across global and national accounts with a focus on storytelling, messaging and media development.

- Oversee fellowship program for media team including interviewing, onboarding, mentoring and developing junior staff.
- Serve as in-house SME for millennial-focused media campaigns tied to both current clients and new business pitches.
- Manage junior media staff on Fortune 500 accounts such as Anheuser-Busch, Chase, BlackRock, AT&T, & Western Union.

2016
2016

Ogilvy Public Relations.

ACCOUNT EXECUTIVE, MEDIA.

Develop and execute proactive media relations plans, serving as day-to-day client media liaison on influence-focused accounts.

- Secure speaking opportunities and brief clients on opportunities; draft and place op-eds tied to key strategic initiatives.
- Select clients: Citizens Bank, Opportunity Nation, the United Nations, Barclays, The Other Festival and BERG.

2016
2015

CooperKatz & Company.

ACCOUNT COORDINATOR.

- Day-to-day account support, including media pitching, monitoring and analytics, drafting social copy, releases, messaging architectures, and pitch calendars.
- Select clients: Memorial Sloan Kettering, Fiserv PwC, TD Bank.

2013
2013

The Brandon Agency & Leapfrog PR.

ACCOUNT MANAGEMENT / PR.

- Coordinator-level comms & publicity support for consumer lifestyle, hospitality, fashion & tourism clients in Charleston, SC.