

KRISTINA M. KING

strategic communications & earned influence

✉ kristinamarieking@gmail.com 📞 425.463.5510 📄 kristinamarieking.com

EDUCATION

Ithaca College.

Bachelor of Science in Integrated Marketing Communications; *summa cum laude*; Phi Kappa Phi, Lambda Pi Eta, Oracle Honor Society.

RECENT AWARDS

PRWeek US Awards (2021)

- Best in Creative Excellence (Pantone)
- Best Promotional Event (Pantone)

Global SABRE Awards (2020)

- Ranked #11 best global PR campaign of 2020 (Pantone)

PRSA Silver Anvils (2020)

- Best Financial Communications (Zelle)

North America SABRE (2020)

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

Innovation SABRE (2020)

- Best Financial Sector Campaign (Zelle)

PRWeek Awards (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

Karamo's Holiday Spectacular.

The merrymaking campaign was Zelle's most successful yet.

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.

EXPERIENCE

2021

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, UTC Walmart, FSA/FAFSA, SK-II, OneMarket (Westfield) and Bose.

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.