



425-463-5510
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PUBLIC RELATIONS AGENCY VETERAN SEEKING TRANSITION TO IN-HOUSE COMMUNICATIONS LEADER

Creative PR agency leader with expertise in comms-led integrated marketing activities for global and national clients in highly complex and highly regulated spaces. Agency experience includes award-winning consumer- and corporate-focused campaigns and media relations programs for blue-chip brands at top global agencies such as Ogilvy, FleishmanHillard, HUGE and FINN Partners.

RELEVANT EXPERIENCE

FINN Partners | 2021 - Present

Vice President, Financial Services

- Manage corporate, consumer, and executive communications for industry-leading companies in highly complex, highly regulated arenas such as traditional finance and banking, retail and institutional investing, crypto/blockchain, credit cards/personal finance, and technology
- Define and drive audience-specific narratives to champion dynamic brand missions across integrated marketing campaigns, newsbureau public relations programs, and ongoing executive visibility work
- Design and execute best-in-class strategies designed to achieve key client business goals through comprehensive strategic communications programs
- Develop integrated, coordinated approaches to global, national and regional communications across client businesses, ensuring specific support to product divisions and regions and consistency of message across initiatives
- Manage teams to turn high-level strategy into clearly articulated, actionable communications plans with key deliverables, KPIs, and measurement strategies designed to inform impact on business bottom line
- Select clients include eToro, Honeywell, Wave Financial Group, Paceline, Verizon, Niftify, Brightvine, and Nium

HUGE | 2017 - 2021

Senior Manager, Strategic Communications

- Future-proofing communications for innovative brands with emphasis on thought leadership, large-scale activations, and executive visibility
- Managed PR-led cross-discipline campaigns through full lifecycle, including ideation, financial management, execution, measurement, and reporting
- Serve as day-to-day client contact, leading strategy and execution of deliverables tied to long-term communications plans
- Design go-to-market messaging architectures, positioning and strategies for product and brand launches
- Plan, message and execute innovative activations and experiences at leading industry & culture events, including SXSW, NYC Pride, and Fast Company Innovation Festival
- Select clients include Zelle, Pantone, Verizon, Lyft, UTC, Walmart, FSA/FAFSA, SK-II, Westfield (OneMarket), and Bose

Manager, Strategic Communications

- Develop media strategy and execute industry-leading media relations campaigns for large-scale B2C & B2B activations
- Manage action plans and timelines for client events, brand launches, media thought leadership, and campaigns
- Mentor, grow, and advise junior team members on core responsibilities

EDUCATION

Ithaca College

Integrated Marketing Communications, B.S.

- Graduated Summa Cum Laude
- Phi Kappa Phi, Lambda Pi Eta, Oracle Honor Society
- Minors in International Politics and Nutrition Promotion

RECENT AWARDS

- **The One Club One Show (2021)**
 - Bronze Pencil, Innovation in Public Relations (Full Transparency by Verizon)
- **North America SABRE (2021)**
 - Winner, Telecom (Full Transparency by Verizon)
- **Fast Company World-Changing Ideas (2021)**
 - Honorable Mention (Full Transparency by Verizon).
- **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)



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RELEVANT EXPERIENCE

FleishmanHillard | 2016-2017

Senior Account Executive, Media Relations

- Key media strategist across global and national accounts with a focus on storytelling, messaging and media development for consumer, corporate, and institutional audiences
- Oversee fellowship program for media team including interviewing, onboarding, mentoring, and developing junior staff members
- Serve as in-house SME and culture consultant for millennial-focused media campaigns tied to both current clients and new business pitches
- Manage junior media staff on high-profile corporate and consumer client accounts including Anheuser-Busch, Chase, BlackRock, Express Scripts, JetBlue, AT&T, and Western Union

Ogilvy Public Relations | 2016

Account Executive, Media Influence

- Develop and execute proactive media relations plans, serving as day-to-day client media liaison on media influence-focused accounts
- Secure speaking opportunities and brief clients on opportunities
- Draft and place op-eds and bylines tied to key strategic initiatives
- Select clients include Citizens Bank, Opportunity Nation, the United Nations, Barclays, The Other Festival, and BERG

CooperKatz & Company | 2015-2016

Account Coordinator

- Provide day-to-day account support for a variety of clients in complex and highly regulated industries including fintech, banking, and healthcare
- Create media lists and execute media pitches tied to client news, industry trends, announcements, and/or editorial calendars
- Write press releases, fact sheets, pitches, and marketing copy
- Select clients include Memorial Sloan Kettering, Fiserv, PwC, and TD Bank

The Ithacan | 2013-2014

Advertising Sales Manager

- Work with businesses to implement short- and long-term strategic ad plans; lead generation for new clients and managing client relationships over time
- Hired, trained, and managed sales representatives to bring in over \$100,000 in advertising revenue, setting new revenue record for publication

The Brandon Agency | 2013

Public Relations Intern

- Select clients include the Beaufort Regional Chamber of Commerce, CresCom Bank, Elms Digestive, New South Digital Conference, Southern Tide and Williams Knife Company

Leapfrog Public Relations | 2013

Account Management Intern

- Select clients include Callie's Charleston Biscuits, Cirque du Soleil, Fat & Juicy, Grey Ghost Bakery, Library by Lauren Lail, Schermer Pecans, Social Primer and The Southern Coterie

ASK ME ABOUT

Bitcoin 2022.

Integrated experiential and public relations activities tied to the launch of eToro.Art, a new NFT offering.

Crypto & Culture.

How a one-off client ask led to the creation of a new thought leadership property designed to drive conversations influencing culture.

Karamo's Holiday Spectacular.

The PR-led merrymaking campaign was Zelle's most successful yet, featuring *Queer Eye* star Karamo.

The sound of Pantone's Classic Blue.

Launching the Pantone Color of the Year 2020 was a groundbreaking multisensory experience.

Bobby Berk on a Lyft Pride float.

The time *Queer Eye* star Bobby Berk served as the officiant for three weddings on a moving float at the 50th annual NYC Pride Parade.

Stacks House.

Creating the feminist financial pop-up wonderland Stacks House, presented by Zelle, to close the gap in conversations around personal finance and wealth-building for women leaders in LA and beyond.