



Public relations agency veteran seeking transition to in-house communications leader, bringing expertise in comms-led integrated marketing activities to support consumer awareness, affinity, and advocacy. Experience includes award-winning campaigns at top global agencies such as Ogilvy, FleishmanHillard, HUGE and FINN Partners.

RELEVANT EXPERIENCE

FINN Partners | Vice President, Financial Services 2021 - Present

- Lead public-facing corporate, consumer, and executive communications for industry-leading companies in highly complex, highly regulated arenas such as consumer 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
- Develop integrated, coordinated approaches to global, national and regional communications across client businesses, ensuring support to product divisions and regions and consistency of message
- Manage teams to turn high-level strategy into clearly articulated, actionable communications plans with key deliverables and measurement strategies designed to inform impact on business bottom line
- Clients: eToro, Honeywell, Verizon, Wave Financial Group, Paceline,, Niftify, Brightvine, Nium

HUGE | Senior Manager, Strategic Communications 2020-2021 | Manager, Strategic Communications 2017-2020

- Future-proofing communications for innovative brands with emphasis on thought leadership, large-scale activations, and executive visibility in worldwide integrated marketing and standalone PR work
- Managed PR-led cross-discipline consumer, corporate, and product campaigns through full lifecycle, including ideation, financial management, execution, measurement, and reporting
- Serve as day-to-day client contact, leading strategy and execution of long-term communications plans
- Design go-to-market messaging, positioning and strategies for product and brand launches
- Develop media strategy and execute industry-leading media relations campaigns for large-scale consumer & B2B activations in the consumer, financial, fintech, and telecommunications spaces
- Manage plans and timelines for client events, brand launches, media thought leadership, and campaigns
- Mentor, grow, and advise junior team members on core responsibilities
- Plan, message and execute innovative activations and experiences at leading industry & culture events, including SXSW, NYC Pride, and Fast Company Innovation Festival
- Clients: Zelle, Pantone, Verizon, Lyft, UTC, Walmart, FAFSA, SK-II, Westfield (OneMarket), and Bose

FleishmanHillard | Senior Account Executive 2016-2017

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

Ogilvy Public Relations | Account Executive 2016-2016

- Develop and execute proactive media relations as day-to-day client media liaison
- Run executive visibility programs including speaking opportunities, op-eds/bylines, and media work
- Clients: Citizens Bank, Opportunity Nation, the United Nations, Barclays, The Other Festival, and BERG

CooperKatz & Company | Account Coordinator 2015-2016

- Day-to-day account support including development of press releases, fact sheets, pitches, and copy
- Create media lists and execute pitches tied to industry trends, client news, and editorial calendars
- Clients: Memorial Sloan Kettering, Fiserv, PwC, Arctic Ease and TD Bank

The Ithacan | Advertising Sales Manager 2013-2014

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

CONTACT

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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)