

KRISTINA KING

BRAND MARKETING, PUBLIC RELATIONS AND STRATEGIC COMMUNICATIONS LEADER

425 463 5510 | kristinamarieking@gmail.com | <https://kristinamarieking.com>

ASK ME ABOUT

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 as a groundbreaking multisensory experience.

P2P Payment Etiquette.

- Building a multi-year campaign partnership designed to make tough money conversations easy - *and* etiquette-expert approved.

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 encourage conversations around personal finance and wealth-building for women in LA and beyond.

Zelle's Hamilton moment.

- Working with Daveed Diggs to introduce a new brand to the US.

Crypto & Culture.

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

Verizon's Full Transparency.

- A blockchain-based newsroom redesign to reinforce a commitment to transparency and help evolve the way consumers see the brand.

Bitcoin 2022.

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

SUMMARY

Advertising and public relations agency veteran with expertise in creating award-winning programs and PR-led integrated campaigns for leading brands at global agencies FleishmanHillard, Ogilvy, HUGE and FINN Partners. Relevant clients include Zelle, Pantone, Verizon, Chase, East West Bank, Lyft, UTC, Walmart, SK-II, JetBlue, FSA/FAFSA, eToro, Westfield, Anheuser-Busch, Western Union, BlackRock and Fiserv.

WORK EXPERIENCE

FINN Partners | Partner

2021 - Present

prev. Vice President

- Rally cross-functional global teams to turn high-level campaign strategies into actionable plans that benefit the business bottom line and exceed KPIs while staying on budget and on deadline
- Manage ~\$1.5M book of business (25% of group)
- Team lead on ideation, planning and execution of brand-building campaigns rooted in insights and designed to inspire consumer affinity,
- Develop and execute public-facing consumer, corporate and executive communication strategies for industry-leading companies in fintech, retail, investing, consumer finance, Web3/crypto and more
- Key senior partner responsible for team implementation of day-to-day PR programs: thought leadership, newsjacking, executive speaker bureau, and conference, event, and award management
- Actively engaged in practice marketing and recruiting efforts along with culture initiatives for department; partner in FINN DEI Committee work
- Clients include: Alibaba, eToro, Honeywell, East West Bank, Paceline, Verizon, Nium, Montage/Pendry, Wave Financial Group, and Banyan
- Ask me about: executive thought leadership platform development, consumer education campaigns, crisis management and events

HUGE | Senior Manager, Strategic Communications

2017-2021

prev. 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 of ideation, financial management, execution, measurement, and reporting
- 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
- Lead innovative brand activations and experiences at 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

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EDUCATION

Ithaca College (B.S.)

Integrated Marketing Comms.

- Graduated *summa cum laude*
- Member of Phi Kappa Phi, Lambda Pi Eta, & Oracle Honor Society

AWARDS

The One Club One Show (2021)

- Bronze Pencil, Innovation in Public Relations (Verizon)

North America SABRE (2021)

- Winner, Telecom (Verizon)

Fast Company World-Changing Ideas (2021)

- Honorable Mention (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)

WORK EXPERIENCE (CONTINUED)

HUGE | Senior Manager, Strategic Communications *2017-2021*
prev. Manager, Strategic Communications

- Develop and execute industry-leading media relations campaigns for large-scale B2C & B2B activations, including action plans for events, brand launches, media thought leadership, and campaigns
- Ask me about: integrated PR-led campaigns designed to inspire consumer affinity, consumer education, experiential KOL engagement

FleishmanHillard | Senior Account Executive *2016-2017*

- Key media strategist for brand and product communications across global and national accounts with a focus on storytelling, messaging and press 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 graduate fellowship program, including interviewing, onboarding, mentoring, and developing junior staff
- Select clients include: Anheuser-Busch, Chase, BlackRock, Express Scripts, JetBlue, AT&T, and Western Union

Ogilvy | Account Executive, Media Influence *2016*

- Develop and execute proactive media relations as day-to-day client media liaison, with emphasis on brand-building and message pull-through regarding key products through executive communications
- Run media visibility programs including speaking opportunities, op-eds/bylines, and experiential events for product and platform marketing
- Clients: Citizens Bank, Opportunity Nation, the United Nations, Barclays, NYC's first-all female festival, The Other Festival, and BERG

CooperKatz & Company | Account Coordinator *2015-2016*

- Provide day-to-day support including development of brand materials and copy including press releases, fact sheets, and pitches
- Drive media around industry trends, client news, and editorial calendars
- Clients: Memorial Sloan Kettering, Fiserv, PwC, Arctic Ease, TD Bank

The Ithacan | Advertising Sales Manager *2013-2014*

- Planning and implementation of short- and long-term advertising plans for national and regional advertisers; 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 record for publication

Leapfrog Public Relations | Account Management *2013*

The Brandon Agency | Public Relations *2013*