

KRISTINA KING

KRISTINAMARIEKING@ICLOUD.COM // 425.463.5510

EXPERIENCE

ACCOUNT COORDINATOR

CooperKatz & Company (2015-present)

- Executing personalized outreach for clients such as Memorial Sloan Kettering, Fiserv, TD Bank and Ad-ID
- Drafting web copy, releases, strategic documents and memos
- Designing messaging architectures and positioning strategies
- Analyzing media coverage and preparing client media reports
- Participating in new business research, proposals and pitches

PUBLIC RELATIONS INTERN

The Brandon Agency (2013)

- Promoted tourism and hospitality clients on-location to journalists
- Drafted press releases / media alerts; conducted media outreach
- Made holiday gift guide recommendations and developed pitches
- Owned media outreach for New South Digital Mktg. Conference

ACCOUNT MANAGEMENT INTERN

Leapfrog Public Relations (2013)

- Promoted national and local culinary, fashion and lifestyle clients
- Developed media lists, designed lookbooks, drafted and distributed press releases; pitched holiday gift guides
- Organized exclusive events like backstage tours of Cirque du Soleil
- Designed social media campaigns for F&B / lifestyle clients

BRAND DESIGN INTERN

Byrdhouse Public Relations (2013)

- Designed branded media kits, business cards, menus and ads
- Promoted hospitality clients to regional and local media

ADVERTISING SALES MANAGER

The Ithacan weekly newspaper (2013-2014)

- Developed sales strategy and supervised 7-person team
- Broke sales records for single-issue sales and total revenue

DEVELOPMENT

IBM + SCNO + SPCA PARTNERSHIP PROGRAM, 2014 // New York, NY
CORNELL LOYALTY PROGRAM MGMT. SUMMIT, 2014 // Ithaca, NY
SCNO NATIONAL LEADERSHIP CONFERENCE, 2014 // Nashville, TN
I-MIX INTERACTIVE MARKETING CONFERENCE, 2013 // Denver, CO
THIRD ANNUAL WORLD DOMINATION SUMMIT, 2013 // Portland, OR
NEW SOUTH DIGITAL MKTG. CONFERENCE, 2013 // Myrtle Beach, SC

EDUCATION

ITHACA COLLEGE

Integrated Marketing Communications, B.S.

Summa Cum Laude

Minors in Politics and Nutrition Promotion

I'm passionate about

PR, branding, strategy, social and advertising.

HONORS

PHI KAPPA PHI

inducted 2013

WASHINGTON MEDIA SCHOLARS FOUNDATION

scholarship awarded 2013

LAMBDA PI ETA

inducted 2013

ORACLE HONOR SOCIETY

executive board member
inducted 2012

PRESIDENT'S SCHOLAR

awarded 2011-2014

TRIVIA

- Crossed the Pacific Ocean on a sailboat at age 5
- Started and ran a nonprofit consulting firm in college
- Allergic to pizza, beer and bagels (city living is rough!)