

Kelsey Martino

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Publicity and Communications Summary

Highly resourceful entertainment professional with 9+ years of bi-coastal experience in developing and executing advertising, marketing, publicity, and communications strategies.

- Adept at juggling multiple responsibilities in high-pressure, deadline-oriented settings, all while maintaining impeccable organization and attention to detail.
- Proven track record of increasing media coverage, brand awareness and social media engagement.
- Exceptional skills in media relationship building, corporate and crisis communication planning, identifying and driving thought leadership conference opportunities and whitepapers, with a strong commitment to delivering measurable results and driving business growth.

Work Experience

AKA | New York, NY

April 2019 – Present

Agency Communications Manager

- Leads all campaign strategy and communications planning for the agency with objective of garnering accolades and attention industry-wide for our work as well as attracting top-tier talent.
- Successfully established new workflow processes for greater efficiency and quality within agency.
- Created and spearheads a cross-platform social strategy and content calendar – boosting agency Instagram engagement by 76.2% from start of transitioning into my promotion.
- Acts as lead producer in creation of Clio Entertainment Award-winning case studies, copywriting of all awards entries and organization of media assets.
- Handles client gifting, spearheads planning of all staff and major client events: guestlist organization, catering, décor, activations, event staffing/training, etc.
- Drafts monthly company client-facing newsletters and press releases.
- Develops, pitches and maintains press relationships within the entertainment industry, successfully leading to attention in publications.

Executive Assistant to CEO

- Provided administrative support, filtered emails, filed expense reports and maintained busy executive calendar for CEO.
- Acted as liaison with employees and departments on behalf of CEO.
- Coordinated international and domestic travel arrangements for staff.
- Assisted Senior Director of Agency Communications and Business Development with keeping new business landscape up to date, assisted with pitch prep and outreach for new business efforts leading to promotion as Agency Communications Manager.

Wolf-Kasteler Public Relations | Hollywood, CA

July 2018 - December 2018

Publicity Assistant

- Filtered high volume of calls, emails, and maintained executive calendar for company co-founder.
- Coordinated and facilitated details for talent press schedules: booking travel, transportation, hair/makeup/styling holds, press interviews, meetings, etc.
- Drafted memos, serviced publicity breaks, handled direct correspondence with talent, talent representation, designers, studio executives, press bookers, studio and network publicists.

Patricola Public Relations, Inc. | Beverly Hills, CA
Publicity Assistant

June 2017 – July 2018

- Provided administrative and personal support to the CEO & two senior publicists.
- Created, maintained and oversaw talent press schedules: coordinated flights, transportation, hair/makeup/styling holds, meetings, press interviews, red carpet coverage, etc.
- Maintained press kits, serviced publicity breaks, created tune-in alerts, filtered calls for company, facilitated press requests and wrote extensive itineraries.

Entertainment Fusion Group PR | Los Angeles, CA
Talent Relations & Events Coordinator

August 2015 – March 2017

- Provided administrative and personal support to the CEO.
- Managed large-scale red-carpet events, tracked RSVPs, staffing, post-event reports and talent procurement.
- Other duties included: oversaw internship program, company expense reports, compiled media lists, pitching and assisted with brand campaign development.

Mosaic Media Group | West Hollywood, CA
Talent Management Intern

Summer 2015

- Wrote script coverage on potential projects submitted for executives, producers and clients.
- Covered desks and completed tasks and essentials for clients and their respective managers.

Legendary Entertainment | Burbank, CA
Marketing Intern

Spring 2015

- Strategized and executed marketing campaigns with film marketing team for films such as *Jurassic World*, *Crimson Peak*, *Warcraft*, *Kong: Skull Island*, and more.
- Performed general administrative duties.

Skills

Editing	Copywriting	Detail-Oriented	Problem-Solving
Press Releases	Organization	Project Management	Social Media Strategy

Tools

Google Suite	MS Suite	Cision PR Software	Adobe
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Education

Oral Roberts University | Tulsa, OK
Bachelor of Science | Multimedia Production

May 2015

Los Angeles Film Studies Center | Los Angeles, CA
Certificate of Completion in Film & Media Studies

April 2015