

Kelsey Martino

Publicity & Communications Manager

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PROFILE

Publicity and communications professional with 10+ years of experience driving media strategy, brand visibility, and corporate communications. Proven track record of increasing media coverage, engagement, and brand awareness through strategic storytelling and strong media relationships. Skilled in crisis communications, press strategy, and delivering measurable business impact.

PROFESSIONAL EXPERIENCE

Agency Communications Manager | **AKA** | New York, NY | April 2019 - November 2025

- Led corporate communications and brand storytelling for a leading entertainment advertising agency representing major Broadway and live entertainment clients; reported directly to the CEO and Chief Strategy Officer.
- Drove channel strategy and editorial planning across social media; increased agency Instagram engagement by 76% through optimized content planning, narrative consistency, and performance-driven iteration.
- Developed thought leadership and executive visibility content; secured earned coverage in top-tier trade and consumer outlets.
- Produced award-winning campaign case studies, copywriting for all awards entries, and organization of media assets.
- Supported key announcement moments by drafting messaging, written communications, and leadership-ready materials that aligned stakeholders around priorities.
- Partnered cross-functionally with creative, strategy, and media teams to ensure messaging consistency and business alignment across all storytelling touchpoints.
- Built and maintained relationships with industry press and partners across entertainment, business, lifestyle, sports, and creative sectors, supporting long-term positioning and opportunity creation.

Executive Assistant to CEO | **AKA** | New York, NY | 2017 - 2019

- Provided executive support to CEO including calendar management, travel coordination, expense reporting, and cross-departmental liaison responsibilities.
- Assisted Senior Director of Agency Communications and Business Development with new business landscape tracking, pitch preparation, and outreach — efforts that led to promotion as Agency Communications Manager.

Publicity Assistant | **Wolf-Kasteler Public Relations** | Hollywood, CA | July - December 2018

- Coordinated talent press schedules including travel, transportation, and styling holds; drafted memos, serviced publicity breaks, and handled direct correspondence with talent, studios, and press bookers.

Publicity Assistant | **Patricola Public Relations** | Beverly Hills, CA | June 2017 - July 2018

- Managed talent press schedules, red carpet coverage, press kits, tune-in alerts, and itineraries; provided administrative and personal support to CEO and two senior publicists.

Talent Relations & Events Coordinator | **Entertainment Fusion Group PR** | Los Angeles, CA | Aug 2015 - Mar 2017

- Managed large-scale red-carpet events including RSVPs, staffing, media reports, and talent procurement; provided administrative support to CEO.

EARLY CAREER

Marketing Intern | Legendary Entertainment, Burbank, CA | Winter/Spring 2015

Talent Management & Creative Development Intern | Mosaic Media Group, West Hollywood, CA | Summer 2015

EDUCATION

B.S. Multimedia Production — Oral Roberts University, Tulsa, OK

Certificate, Film & Media Studies — Los Angeles Film Studies Center, Los Angeles, CA

SKILLS & TOOLS

Skills: Copywriting & Editing · PR & Media Strategy · Corporate & Crisis Communications · Media Relations · Social Media Strategy · Content Creation · Project Management · Executive Visibility · Event Planning · Data Analysis · Public Speaking · Leadership

Tools: Cision PR Software · Canva · Adobe Creative Suite · Google Workspace · Microsoft Office Suite · MailChimp · WordPress · ChatGPT · Claude · Hootsuite · Sprout Social · Asana · Salesforce