

KATRINA S. LEE

Alexandria, VA 22304 | (954) 952-5344 | katrinaleepr@gmail.com

Links

- thebrandjournalista.com
- [linkedin.com/katrinaleepr](https://www.linkedin.com/company/katrinaleepr)

Professional Summary

Offering over 15 years of successful strategic communications, public relations, and digital marketing experience combined with a four-year degree. Highly experienced in creating and implementing creative marketing communications campaigns and simplifying complex data into clear, precise communications. Willing to travel and relocate.

Skills

- | | |
|-------------------------------------|------------------------|
| • Strategic Planning & Organization | • Project Management |
| • Media Relations and Training | • Digital Marketing |
| • Content Marketing & Strategy | • Campaign Development |
| • Internal Communications | • Thought Leadership |
| • Crisis Communications | • Storytelling |
| • Social Media Strategy | |

Work History

Senior Strategist, Public Affairs

03/2019 to Current

American Counseling Association – Alexandria, VA

- Responsible for leading public affairs team in delivery of results driven programs, strategy and growth of social media accounts, enhanced media relations and creative strategic communications development.
- Create media training program to mold professional counselors into experts to increase media placements and overall public awareness; expand database of experts in highly targeted practice areas.
- Represent ACA at various leadership conferences and workshops to position the organization as a thought leader and share proven communications strategies among other NGOs.
- HIGHLIGHT: Created "Teal Day", a key initiative in the rebranding of Counseling Awareness Month; Teal Day is a social movement that encourages everyone to show their support of counselors and the profession by wearing teal.

Communications Lead

09/2018 to 03/2019

The District Communications Group – Washington DC

- Develop and implement external communications planning across multiple communications channels and platforms, including formats such as brochures, blogs, talking points, articles, and news releases.
- Develop and execute integrated communications plans through digital and traditional media (newsletter development, social media campaigns, video development).
- Write and edit in a variety of communication formats and styles, including but not limited to white papers, brochures, articles, news releases, and email and outreach campaigns.

Senior Manager, PR & Communications

05/2016 to 05/2018

Tri-Source Pharma – Miami, FL

- Reported directly to the CEO and COO to deliver updates, analytics and strategy for company's PR, social media, and advertising initiatives.
- Identified key messages and communicated them to potential alliance partners and investors.
- Managed production of internal and external materials such as press releases, brochures, web copy, newsletters and executive presentations.
- Created internal communication network to ensure staff is apprised of all new developments and achievements within the organization.

Senior Digital Content Strategist

05/2015 to 04/2016

Surgeon's Advisor – Miami Beach, FL

- Reported weekly to CEO to discuss content analysis progress and determine next steps for client relations.
- Streamlined content development and organization visibility by developing content calendars for multiple web properties.
- Audited websites to check for clarity, grammatical correctness, and consistency with style to increase clients' traffic, rankings, and leads.
- HIGHLIGHT: Developed system for managing team of 10+ freelance writers and social media coordinator to produce content projects for 50+ clients, increasing productivity by 80.

Public Relations and Communications Consultant

07/2008 to 04/2016

KLPR – Miami, FL

- Responsible for the development and maintenance of brand standards and strategy.
- Drove the brands forward by identifying, managing and executing strategic and tactical initiatives that meet business goals utilizing paid and unpaid channels—including social media strategy, writing and distributing press releases.
- Created unique content for use on social media channels: web copy, blog and social media posts, online contests, interactive graphics, videos, etc.
- Was the ghostwriter for 200+ page inspirational novel, "Conquering Hope" –published December 2015.

- Highlight: Successfully managed media relations for street naming ceremony sponsored by Rep. Kionne McGhee which resulted in articles published and TV coverage.

Digital Content Specialist

02/2013 to 04/2015

Interval International – Miami, FL

- Created and developed brand voice, content strategy and copy for all social media pages (including Facebook, Google+, LinkedIn, Pinterest, Instagram, and YouTube); created over 100 video scripts for YouTube.
- Liaised and coordinated with various departments to create social media content for the various platforms; developed corporate presentations.
- Highlight: Built Facebook audience organically to 72,000 real fans in five months.

Marketing Director

11/2006 to 10/2007

Divine Faith – Atlanta, GA

- Coordinated and organized special events that included conferences, concerts, and socials to increase membership attendance and community involvement.
- Developed content and production ideas for the company's television broadcasts that increased viewership both nationally and internationally.
- Managed a small team of 6; oversaw every detail of all written communications, such as press releases, PSAs, radio spots, email blasts, developing presentations, etc.

Assistant Account Executive

11/2005 to 11/2006

Cohn-Wolfe, formerly GCI Group – Atlanta, GA

- Raised public awareness through the development and implementation of a strategic communications plan which included developing presentations, maintaining oral communications with internal and external constituents, and coordinating and leveraging special events.
- Increase media coverage through the institution of a media relations program, which included serving as media contact; pitching stories to local and national media, including online services; writing press releases; providing print and broadcast interviews; and developing media materials such as fact sheets, white papers, and press kits.

Education

Bachelor of Arts: Public Relations/Marketing, Relations

University of Southern Mississippi

Accreditation in Public Relations - PRSA