

# Kris Lovekin

A skilled communications professional advocating for a healthy and well-educated public and a respectful stewardship of the environment.

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## PROFESSIONAL EXPERIENCE

**UC Riverside** SEPT. 1997 - SEPT. 2017

### Director of Publications

OCT 2015 - SEPT 2017

Senior member of management team coordinating the messaging of a public university campus across a variety of platforms, including social media, the quarterly university magazine for alumni and donors and the weekly newsletter to the internal campus community: Inside UCR.

### Director of Media Relations

JULY 2006 - OCT 2015

Directed outreach to external media, as well as the production of internal publications. Supervised seven direct reports. Reputation of the campus is consistently on the rise, as shown in increasing national media and higher campus rankings.

### Senior Public Information Officer

JUNE 1999 - JULY 2006

Produced stories for campus publications as well as press releases for external media about the research and events of the College of Humanities, Arts and Social Sciences. Pitched stories and responded to requests from reporters on deadline.

### Science Writer/Marketing Writer

SEPT. 1997 - JUNE 2000

Promoted the work of UCR's colleges and faculty members with brochures, award nominations and newsletters.

### The Press-Enterprise, Riverside — Reporter

JULY 1989 - AUG 1997

Worked closely with sources and colleagues and helped to highlight effective programs, as well as encourage reform of wasteful programs in K-16 institutions. Covered decision-making at the board level and was influential with senior education leaders.

## SKILLS

Crisis Communications  
Media Training  
Photography  
Story Pitching  
Social Media  
Speech writing  
Event planning  
Facilitating  
Advocacy  
Customer Service

## AWARDS

**CASE District VII 2017 Gold award** for digital magazine for "The Search for the Arctic Bumblebee." (Read it here: [magazine.ucr.edu/fall-2016](http://magazine.ucr.edu/fall-2016).)

**CASE District VII 2012 Gold award** for specific media relations project for "UCR Chancellor Goes Undercover." In 2011, Chancellor Timothy P. White was asked to appear on the CBS show *Undercover Boss*. Helped locate participants and kept the project secret until the air date on May 1, 2011, when it was seen by an estimated 8 million viewers. It repeats regularly. To this day it engages and builds a fan base for UC Riverside.

## EDUCATION

UC Riverside — B.A. English

