

KRISTEN BELLATTI

(225) 955-2280 • kristenbellatti@gmail.com • kristenbellatti.com • [LinkedIn Profile](#)

Professional Summary

Creative and results-oriented Director of Communications with extensive experience in media relations, brand management, and strategic communication. Proven expertise in enhancing organizational visibility through innovative storytelling, cross-departmental collaboration, and integrated campaigns. Adept at navigating complex challenges, fostering stakeholder engagement, and leading high-performing teams to achieve measurable outcomes.

Professional Experience

Creative Communications Manager

Greater Baton Rouge Food Bank – Baton Rouge, LA

April 2021 – Present

- Directed media relations, increasing coverage by 40% and enhancing brand visibility through targeted campaigns.
- Spearheaded crisis communication initiatives, ensuring timely dissemination of information during critical situations.
- Collaborated with executives, donors, and community partners to develop integrated campaigns across digital and traditional platforms, aligning with organizational objectives.
- Planned and promoted high-profile events, including press conferences with the Governor of Louisiana and major donors, boosting community engagement.
- Managed department staff and interns, fostering professional growth and delivering consistent, high-quality outputs.
- Designed and maintained an award-winning WordPress-based website and launched a mobile app, increasing accessibility and stakeholder engagement.
- Produced impactful content as the primary photographer, videographer, and writer, elevating the organization's public image.
- Oversaw communication budgets, optimizing resources to maximize campaign reach and effectiveness.

Marketing Specialist/Administrative Assistant

Families Helping Families of Greater Baton Rouge – Baton Rouge, LA

June 2017 – January 2021

- Promoted events and fundraising initiatives via social media, email campaigns, and quarterly newsletters, driving increased participation.
- Created a fully interactive, magazine-style digital newsletter to enhance stakeholder communication.
- Managed administrative tasks and volunteer scheduling, ensuring smooth organizational operations.
- Maintained compliance with state and legislative contracts, streamlining reporting and operational workflows.

Account Manager

Baton Rouge Printing – Baton Rouge, LA

December 2014 – March 2017

- Built and maintained strong client relationships, managing over 100 print orders and ensuring quality control.

- Streamlined inventory systems and fulfillment tracking, improving operational efficiency.
 - Delivered exceptional service through effective communication and meticulous attention to detail.
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Education

Associate of Applied Science in Visual Communications

ITT Technical Institute – Omaha, NE • *Graduated: 2010*

Skills & Proficiencies

- Strategic Planning & Crisis Communication
 - Media Relations & Brand Management
 - Content Creation & Campaign Oversight
 - Event Planning & Stakeholder Engagement
 - Adobe Creative Suite, Canva, WordPress, HTML Coding
 - Team Leadership & Professional Development
 - Data Analysis & Performance Metrics
 - Social Media Strategy & Digital Marketing
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Certifications & Trainings

- Hootsuite Certified
 - Google Analytics Certified
 - Dare to Lead
 - Baton Rouge Business Report, Leadership Academy
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Professional Affiliations & Awards

- **Public Relations Society of America (PRSA)**
- **Public Relations Association of Louisiana – Baton Rouge (PRAL-BR)**
 - *Member of the Year 2024*
 - *Board of Directors 2024 – 2027*
- **Southern Public Relations Federation (SPRF)**