

KRISTEN BELLATTI

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Professional Summary

Creative communications professional with a proven track record of enhancing brand visibility through innovative and strategic problem-solving. Demonstrates exceptional ability to collaborate across departments, effectively managing projects from inception to completion while navigating complex challenges.

Professional Experience

Senior Communications Coordinator • Greater Baton Rouge Food Bank • April 2021 – Present

- Primary liaison for media, effectively managing media relations to enhance visibility and coverage. Strengthened relationships with media entities, ensuring consistent and positive media coverage. Increased media coverage by 40% and improved stakeholder engagement through targeted campaigns. Coordinated crisis communication efforts ensured timely and accurate information dissemination. Led planning and coordination of press conferences with the Office of the Governor of Louisiana and major donors.
- Worked closely with internal departments, executives, donors, and community partners to craft key messages and strategic program planning for integrated campaigns across social media, web, print, email, and direct mail platforms that align with organizational goals.
- Key manager in planning and promoting special events, executive appearances, video productions, and presentations, ensuring high engagement and visibility.
- Successfully led interns and department staff, providing guidance and fostering professional development while ensuring high-quality work output.
- Ensured all communications and content adhered to brand guidelines.
- Managed and allocated communication and outreach budgets, optimizing resources to maximize impact.
- Primary photographer, videographer, and writer to produce high-quality content that enhanced the organization's public image.
- Launched and maintained a mobile app, increasing stakeholder engagement and accessibility.
- Designed and managed award-winning WordPress-based website and implemented a digital accessibility tool to ensure information is accessible to all users.

Marketing Specialist/Administrative Assistant • Families Helping Families of Greater Baton Rouge • June 2017 – January 2021

- Oversaw organizational operations in compliance with state and legislative contracts and grants.
- Executed a variety of administrative tasks, including data entry, writing correspondence, and banking duties.
- Managed volunteer recruitment and scheduling, ensuring effective support for organizational activities.
- Promoted events, workshops, webinars, and fundraising initiatives through social media, website, weekly mass emails, and quarterly newsletters.
- Leveraged digital platforms to enhance event visibility and engagement, resulting in increased participation and fundraising success.
- Created a fully interactive, magazine-style quarterly newsletter for digital distribution, enhancing stakeholder engagement and information dissemination.

Account Manager • Baton Rouge Printing • December 2014 – March 2017

- Maintained positive relationships with clients, ensuring timely completion of print orders and exceptional service delivery.
- Communicated effectively with coworkers and clients to sustain workplace productivity and collaboration.
- Created and maintained inventory for statewide fulfillment tracking systems for clientele, ensuring efficient and accurate operations.
- Managed over 100 print orders for three sales representatives, ensuring quality control and adherence to deadlines.

Education

Associate of Applied Science in Visual Communications

ITT Technical Institute, Omaha, NE • Graduated: 2010

Skills & Proficiencies

- Strategic Planning
- Media Relations
- Crisis Communication
- Brand Management
- Content Creation & Oversight
- Social Media Strategy
- Team Leadership
- Data & Metrics Analysis
- Event Planning
- Budgeting & Cost Controls
- Partnership Formation
- Editing & Proofreading
- Adobe Creative Suite & Canva
- Photography & Video
- Digital Mail
- WordPress
- HTML Coding
- AI Training

Certifications & Trainings

- HootSuite
- Google Analytics
- Dare to Lead
- Baton Rouge Business Report, Leadership Academy 2024

Professional Affiliations

- Public Relations Society of America (PRSA)
- Public Relations Association of Louisiana – Baton Rouge: 2021 – Present; Member of the Year 2024, Board of Directors 2024