

## Kristen Bellatti

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### Professional Summary

Creative and results-oriented marketing, communications, and public relations professional with 10+ years of experience in media relations, brand management, and strategic communication. Proven success increasing visibility, engaging stakeholders, and delivering measurable outcomes through integrated campaigns and compelling storytelling.

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### Professional Experience

#### Marketing/Public Relations Specialist

Port of Gulfport – Gulfport, MS | April 2025 – Present

- Develop and implement social media strategies, manage calendars, and produce multimedia content to increase public awareness.
- Design brochures, presentations, and promotional materials for marketing and business development.
- Coordinate event logistics, promotional inventory, and stakeholder outreach.
- Draft press releases, newsletters, and media materials; maintain website and media room.

#### Creative Communications Manager

Greater Baton Rouge Food Bank – Baton Rouge, LA | April 2021 – April 2025

- Directed media relations, increasing coverage by 40% and enhancing brand visibility through targeted public relations campaigns.
- Directed crisis communication and high-profile events, including Governor-led press conferences.
- Launched award-winning WordPress site and mobile app, improving accessibility and engagement.
- Produced photography, video, and written content; managed budgets and led staff/interns.

#### Marketing Specialist

Families Helping Families of Greater Baton Rouge – Baton Rouge, LA | June 2017 – January 2021

- Created an interactive newsletter; promoted events via social, email, and print campaigns.
- Managed volunteer scheduling, administrative tasks, and compliance reporting.

#### Account Manager

Baton Rouge Printing – Baton Rouge, LA | December 2014 – March 2017

- Managed 100+ client print orders, ensuring quality and timely delivery.
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### Education

AAS Visual Communications – ITT Institute, Omaha, NE

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### Skills & Proficiencies

Social Media Strategy • Adobe Creative Suite • Canva • WordPress • Coding • Event Planning • Media Relations • Brand Management • Crisis Communications • Content Creation • Stakeholder Engagement

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### Certifications & Affiliations

- HootSuite & Google Analytics Certified
- 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)