

# KRISTI STOLARSKI

Avon, OH

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## PUBLIC RELATIONS | MARKETING COMMUNICATIONS LEADER

Strategic PR and Marketing Communications Leader with 25 years of agency experience delivering award-winning campaigns for Fortune 500 companies, mid-market brands, and nonprofits. Expertise in media relations, content strategy, brand storytelling, event planning, digital marketing, and influencer engagement. Skilled in managing \$100K–\$1M+ budgets, leading cross-functional teams, and achieving measurable business results in B2B and B2C markets including CPG, building products, healthcare, higher education, and nonprofit sectors. Recognized for exceptional writing, collaborative leadership, and data-driven decision making.

Strategic & Marketing Expertise	Content & Creative Strengths	Analytical & Operational Skills
<ul style="list-style-type: none"><li>Media Relations &amp; Public Relations</li><li>Marketing Communications</li><li>Brand Messaging &amp; Product Launches</li><li>Event Planning, Sponsorships &amp; Experiential Marketing</li><li>Influencer &amp; Partnership Marketing</li></ul>	<ul style="list-style-type: none"><li>Content Creation, Copywriting &amp; Distribution (Digital, Print, Social)</li><li>Exceptional Writing, Editing &amp; Proofreading</li><li>Interpersonal &amp; Presentation Skills</li><li>Adaptability, Collaboration &amp; Client Service</li><li>Strategic Thinking &amp; Creative Problem-Solving</li></ul>	<ul style="list-style-type: none"><li>SEO, Analytics &amp; KPI Reporting</li><li>Data Analysis &amp; Insight-Driven Storytelling</li><li>Project Management, Multitasking &amp; Team Leadership</li><li>Budget Oversight</li><li>Mentorship &amp; Talent Development</li><li>Communication Tool &amp; Platform Proficiency</li></ul>

## PROFESSIONAL EXPERIENCE

### GOLDEN ANCHOR SOLUTIONS, LLC, Avon, OH

10/2025 to Present

*Founded and operate a strategic communications consultancy focused on diverse B2B and B2C clients.*

#### Founder & Principal Consultant

- Developed and executed integrated marketing communications, direct marketing, and PR strategies for an industrial product manufacturer (Refcotec).
- Lead brand guideline development, comprehensive content and design creation for a local mental health practice, ensuring consistent messaging across all literature and social media.
- Generated highly technical B2B website content, translating complex information into clear, compelling narratives for specialized audiences, while integrating new brand messaging.

### FALLS & CO., Cleveland, OH

12/2005 to 5/2025

A full-service strategic marketing and communications agency.

#### Associate Vice President, Communications

Promoted throughout tenure from Senior Account Executive, Account Supervisor, and Senior Account Manager

**Clients:** *Fortune 500 / Large Enterprises: Allsteel, American Greetings, CareSource/Inovalon, HON Industries, Johnsonite, Krylon, Marathon Health, Moen Incorporated, Sherwin-Williams Aerospace, ShurTech Brands, LLC (Duck, Easy Liner, T-Rex), STERIS, Tarkett; Regional/National Brands & Mid-Market Companies: Big Fig Mattress, Cooper's Hawk, Dupli-Color, Krylon, The Landings Company, The Skin Center, Tovolo, TYTAN, Visual Detection Systems; Non-Profit / Education / Government: John Carroll University, Navy Week, Northwood University, OhioGuidestone, The City Mission*

- Directed **integrated PR, digital, and marketing communications campaigns** across U.S. and Canadian markets for Fortune 500 and mid-market clients, managing multi-million-dollar budgets and cross-functional teams.
- Launched and promoted 100+ new products**, overseeing all aspects from ideation (naming, packaging, messaging) to execution (media kits, digital content, influencer support) to sustained promotion across retail and B2B channels.

**Associate Vice President, Communications continued...**

- Secured **thousands of annual media placements** for clients including Moen, Krylon, American Greetings, Sherwin-Williams and Duck Tape, strengthening brand visibility and market share.
- **Developed and executed content marketing programs**, including websites, blogs, feature articles, email campaigns, presentations, and paid/organic social media, driving measurable increases in awareness and engagement.
- **Planned and executed special events, sponsorships, and trade shows** that built brand awareness and secured consistent media coverage, expanding visibility across target markets.
- Delivered **guerrilla and experiential marketing campaigns** in high-visibility markets (e.g., New York City), that drove consumer engagement and measurable results, including significant spikes in lead generation and app downloads.
- Designed and implemented **SEO-informed digital strategies**, resulting in a 28% increase in service requests, 14% boost in organic traffic, and a 79% reduction in bounce rates in under 90 days.
- Built **executive thought leadership platforms** through targeted media opportunities, bylined articles, and speaking engagements.
- **Led campaign measurement and reporting**, analyzing KPIs and ROI to optimize strategies and present actionable insights to client stakeholders.
- Strengthened employee engagement and internal alignment by **developing and managing internal communications initiatives**, including a bi-monthly agency newsletter and intranet content hub.
- **Mentored and developed account teams**, elevating capabilities in strategy, writing, media relations, and client service.
- Cultivated **long-term client relationships**, expanding partnerships through proactive counsel and consistently exceeding performance goals.

**LIGGETT STASHOWER, Cleveland, OH**

**6/1999 to 12/2005**

A full-service strategic marketing and communications agency.

**Program Manager, Public Relations**

*Promoted throughout tenure from Account Coordinator and Program Associate*

**Clients:** Fortune 500 / Large Enterprises: Crane Performance Siding, Pittsburgh Corning Glass Block, TimberTech Decking; Regional / National Brands & Mid-Market Companies: Advanced Lighting, Day-Brite, Capri, Omega Lighting, GameTime Playgrounds, OSI Sealants, Things Remembered, Webb Wheel

- Supported and executed **integrated marketing communications campaigns**, including PR, digital content, and promotional initiatives for Fortune 500 and mid-market clients.
- Assisted in **planning and executing special events and trade shows**, generating brand visibility and earned media coverage for client campaigns.
- Contributed to **product launches and marketing activations**, including media kit development, messaging, and influencer engagement.
- Coordinated **advertising and content creation**, improving client engagement and driving repeat business.
- Developed foundational skills in **client service, account management, and media relations**, supporting cross-functional teams to meet project goals and deadlines.

**EDUCATION**

**Bachelor of Arts | Major: Speech Communication / Public Relations | Minor: Marketing Promotion**

Miami University, Oxford, OH

**CERTIFICATIONS**

Hubspot Academy SEO Certification

Flashpass Comprehensive Social Media Marketing Certification

Meltwater Social Media Marketing Specialist

Boot Camp Digital Social Media Foundations

Google Analytics

### **VOLUNTEER ACHIEVEMENTS**

- [Avon Athletics Boosters](#) | Led event planning and fundraising efforts to support the Avon Football program; enhanced event success through social media marketing support.
- [Connecting for Kids](#) | Board Member of the Year (2025). Directed the nonprofit's largest annual fundraiser, generating \$60K+ annually and raised mission awareness through cost-effective marketing and partnership-building.
- [Ronald McDonald House Cleveland](#) | Founded and led "Tackle the Tower," a stair-climb fundraiser at Cleveland's Terminal Tower, driving strong media coverage and significant donations.