



KRISTIN D. ZISSEL

COMMUNICATIONS &
CONTENT STRATEGY
BECAUSE WORDS MATTER

CONTACT ME.

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6021 Pinehurst Rd.
Baltimore, MD 21212

EDUCATION

Loyola University Maryland,
Class of 1999

Major: Communications
Specialization: Public Relations
Minor: Studio Arts

PROFESSIONAL EXPERIENCE

Content Manager

National Aquarium, June 2016 to Present

As the content manager for the National Aquarium, I help lead the development of high-visibility communications that shape the organization's reputation as a conservation and animal welfare leader. By supporting everyday content needs for all internal teams and serving as a primary author of strategic communications including talking points, op-eds, and priority projects for the executive and leadership teams, I have been able to develop a valuable institutional knowledge base and a reliable network of internal and external relationships across all departments while serving as a leader within the brand strategy team.

Responsibilities Include:

- Content Strategy, Writing & Editing for Digital, Print and Social Media Channels
- Thorough Understanding of Organizational Mission, Vision & Priorities
- Team Management and Supervision Focused on Parity, Respect and Excellence
- Project and Relationship Management
- Content and Strategic Support for Digital, Design, Social Media and Public Relations Teams
- Fluency in Design and Brand Standards as Relates to Finished Team Projects

Public Relations Specialist / Social Media Strategist

Gilles & Zaiser Public Relations, April 2014 to June 2016

As part of a small, bespoke travel media relations firm, I served as project lead and social media manager for clients as diverse as the Louisiana Tourism Alliance and the National Aquarium.

Responsibilities Included:

- Public Relations Strategy, Writing & Media Relations
- Social Media Campaign Strategy, Management & Metrics
- Client Relationship Management
- Working Understanding of Travel and Tourism Industry and Trends

Owner & Founder

Haute Mess Kitchen, January 2013 to June 2017

While juggling all aspects of incorporating, founding and maintaining a small business, I served as the owner, head chef, primary sales lead and chief marketing officer at Haute Mess Kitchen, my own independent, all-natural brand of seasoning blends and gourmet sauces made with pride in Baltimore. Over 10,000 delicious units sold!

Responsibilities Included:

- Product Development, Food Safety & Licensing
- Brand Development & Marketing
- Website & E-Commerce Sales Platform Development
- Sales, Fulfillment & Customer Support

WAIT! THERE'S MORE!



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ADDITIONAL PROFESSIONAL EXPERIENCE

Freelance Writer

Kristin D. Zissel, 2006 to 2012

As an independent content consultant, I developed written marketing materials primarily for digital and web use for small businesses and Visit Baltimore, the destination marketing organization for Baltimore City.

- Generation of Marketing & Web Content
- Strategic Brand Voice Development & Reinforcement

Travel Media Manager

Visit Baltimore, January 2004 to June 2006

As part of the Visit Baltimore communications team, I was privileged to serve as the primary travel media relations professional for my beloved City of Baltimore, directly generating more than \$2 million in earned travel media coverage in 2004 alone, while also serving as part of the internal team tasked with undertaking the Visit Baltimore strategic rebranding under the guidance of the Mayor's Office and Margot Amelia.

Responsibilities Included:

- Public Relations Strategy & Writing
- Travel Media Relations including City-Wide Media Tours and Events
- Alignment of Travel Media to Overarching Destination Marketing Plan
- Destination Brand Development

Director of Public Relations

Abilities Network, Inc., June 1999 to January 2004

First as the Assistant Director of Communications and then as the Director of Public Relations, I played an integral role in the growth and development of this regional human services non-profit with an annual operating budget of \$13M during my tenure.

Responsibilities Included:

- Internal & External Communications
- Media & Public Relations Strategy
- Communications Strategy & Crisis Communications
- Development / Fundraising Support & Event Planning
- Primary Internal Contact during Strategic Brand Redevelopment

REFERENCES

Mindy Bianca, Mindy Bianca Public Relations: mindy@mindybiancapr.com

Nabila Chami, National Aquarium: nchami@aqua.org

Lisa Hansen Terhune, Marketing Consultant: lisalynn2088@gmail.com

Nichole Ward, TBC: nbaccala@tbc.us

Additional contact information available on request.