**Alison Kennedy** alisonkpr@gmail.com

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**Senior Executive Leader**

Organizational Strategy | Global Brand Development | Public Relations | Omni-Channel Marketing

Savvy, forward-thinking executive leader with documented success managing multiple brand portfolios. A dynamic influencer who cultivates strategic relationships to negotiate and secure high yield business opportunities. Recognized as an inclusive, innovative leader who builds diverse teams to support high performing company cultures. Proven experience in marketing strategy, content development, media strategy, public relations, customer engagement and business development.

**Skills**

|  |  |  |
| --- | --- | --- |
| P&L  Change Management  Operations & Logistics  Contract Negotiation  Client Pipelines | Leadership  Mergers & Acquisitions  Relationship Management  Image & Brand Management  Market Research | Communication Strategy  Messaging Development  Social Media  Media Relations Strategy  Promotional Campaigns |

**Career Achievements**

* ***Increased sales and company profit 30%***; implemented out-of-the-box design thinking to create and launch effective marketing strategies.
* ***Launched a new corporate cultural vision*** and a refreshed strategic planning process to align company goals and growth objectives.
* ***Added four brands to multi-national portfolio***; launched strategies in key markets - United States, Mexico, Croatia, Korea, Singapore, Japan, Malaysia, Thailand, United Kingdom, Spain and Norway.
* ***Managed and negotiated acquisitions*** to complement and expand brand portfolio; increased profits 25-30% YOY.

**Experience**

**Founder/CEO** **September 2020 - present**

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***Developed brand concept; oversaw implementation from ideation to prototype***; created strategies for marketing, brand penetration, key partnership promotions and product distribution.

**Chief Executive Officer** ­ **March 2014 – June 2020**

ROKiT Drinks

***Aligned short- and long-term strategies with corporate objectives to establish marketing direction and drive sales***; implemented a revised company mission to positively impact work culture and improve employee engagement; recruited top-tier professionals to develop accountable leadership teams; served on holding company, ROKStars’ global board of directors.

* Drove vision to create cohesive brand pillars; developed RokiTDrinks portfolio packaging and collateral materials from concept to delivery; partnered with outside agencies on omni-channel strategies; adhered to compliance requirements to maintain product integrity; led in-house graphic and production teams.
* Managed and organized acquisition of national and foreign distilleries, Jackson, CA and Bandero Tequila Distillery, Jalisco, Mexico; initiated purchase of Anaheim Brewery, Anaheim, CA; partnered with multi-national legal teams and financial advisors to manage contract negotiations and a $2M upgrade of assets; oversaw change management strategies; supported media and public relations initiatives; developed training for distributors and 25 global brand ambassadors.

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**Chief Executive Officer,** ROKiT Drinks (continued)

* Cultivated high profile strategic partnerships; examples include The LA Chargers, Houston Rockets, Las Vegas Raiders, Williams Formula One team and NHRA to secure business opportunities.
  + Secured three customized, brand-immersive, stand-alone lounges at Toyota Center to serve various levels of ticket holders and influence at point of purchase; aligned initiatives with Houston Rockets multi-channel marketing and public relations campaigns.
  + Partnered with Landry’s Restaurants for away games to extend brand penetration and increase brand awareness.
  + Negotiated positioning as official tequila and spirits at Raiders new stadium.

**Senior VP Communications and Brand Strategy March 2014 - July 2015**

ROK Stars (Became ROKiT in 2019)

***Develop and implemented an integrated strategic communications plan to advance ROK Stars brand identity; broaden awareness of its companies and priorities;***

Served as an integral member of the senior management team, was responsible for the development of Marula Oil, ROK Mobile, ROK Water, John Paul Selects, ABK Beer, and Oval Vodka communications and brand strategies.

* Oversaw brand strategy for Marula oil, which included creating brand pillars, content creation, media relations, managing micro and macro influencers, media relations, managed social media and website update. Growth of the Marula brand was successful, increasing the value resulting in Marula being sold in 2016.
* Led launch of ROK Mobile with go to market strategy, worked with M&C Saatchi team to integrate pr and marketing initiatives, created “You’re a ROK Star” campaign.
* Promoted to CEO Of ROK Drinks in August 2015

**CEO/Owner June June 2003 – March 2014**

KPR

***Founded and led powerhouse consultative firm offering full service public relations, marketing and event production, exceeded projected growth 100%***; provided short- and long-term solutions in the beauty, luxury and consumer goods arenas; increased revenue more than 25% YOY; achieved 100% client retention; maintained offices in New York and Los Angeles; managed teams of engaged internal employees and external local-market agencies and consultants.

* Successfully provided integrated partnership experiences for clients to impact retention and streamline processes; negotiated marketing strategies and service level agreements; gathered quantitative and qualitative data to anticipate and address regional and national nuances.
* Executed an integrated approach to drive sales, product awareness and brand image for companies like DuWop Cosmetics, J. Crew, Evisu, Nike, K-Swiss, Anthony Nak Jewelry, Brain Atwood, Buffalo Jeans, Bugaboo, Shisedio's 5S, Jessica Wu, Sugar Cosmetics and Body and Soul Cosmetics; managed integrated multi-tiered store openings for Madewell, The Container Store and 5S.
* Managed a prosperous 13 year relationship with Loreal to manage west coast events; created custom branding solutions to showcase and highlight products at exclusive, red carpet swag stations for awards shows including the Emmys, Grammys, Oscars, Golden Globes and one-off events; provided year-round PR support for social media, influencer and celebrity events.
* Established a long-term relationship as a PR agency for IMG, global leaders in entertainment, sports and fashion; managed fashion week in NY, LA and Mexico scheduling Fern Mallis’s interviews; cultivated press relations and provided VIP service to influencers ensuring maximum nationwide coverage for sponsors like Mercedes; partnered with brand sales teams to execute key strategies.
* Rendered oversight to Swarovski's press previews and the international press outreach for Swarovski's Rockefeller Center Chandelier reveal including press previews and event production for the first-ever gala hosted on the famed ice-skating rink.

**Early Work History**

* **West Coast Director**, Ted- Inc; Los Angeles, CA
* **Marketing Public Relations Director**, Giorgio Armani; Los Angeles, CA

**Education**

* **Bachelor of Fine Arts in Applied Arts, Minor in Art History­**; University at Albany, SUNY
* **Art History**­;Sorbonne, France