

KimiRhochelle Porter
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Hi!

I am a **dynamic Public Relations Executive** with over 20 years of experience leading **celebrity campaigns, VIP events, brand activations, and national tours**. My career is defined by a proven record in **strategic communications, entertainment PR, and media relations**—consistently elevating brand visibility, securing high-value partnerships, and managing high-profile projects nationwide.

Core Competencies:

- Public Relations Strategy & Media Placement
 - Event Production & Celebrity Activations
 - Tour & Merchandising Management
 - Crisis Communication & Reputation Management
 - Brand Development & Strategic Partnerships
 - Social Media Campaigns & Digital Strategy
- *National/International OBC: Royale International – Germany, Honduras, Mexico /
VIP Experiment Transportation – Laver Cup, Formula 1, FIFA

Throughout my career, I have delivered **measurable results**—from sold-out concerts and festivals to nationally recognized brand activations. Most recently, I completed a whirlwind **50+ city national tour of *Ain't Too Proud – The Life & Times of The Temptations***, where I served as **National Tour Merchandise Manager** from September 2024 to July 2025. Over 250 performances, I curated merchandise experiences, drove sales, created photo-worthy activations, and represented the brand to thousands of guests across the country. This role demanded **data-driven sales analysis, multi-city inventory management, PO processing, and seamless collaboration with finance, logistics, and sales teams** to ensure accuracy, efficiency, and consistency.

In addition, my expertise extends internationally through my work with Royale International, providing OBC courier services across **Germany, Honduras, and Mexico**, as well as managing VIP experiment transportation for global sporting events including the **Laver Cup, Formula 1, and FIFA**. These projects required precision logistics, strict time sensitivity, and seamless coordination with high-profile partners—further showcasing my ability to deliver under pressure on a global scale.

Beyond touring, I bring decades of experience as **Founder & Executive Director of KRPR Media**, where I have led complex productions, national PR campaigns, and brand partnerships. My ability to blend **creative strategy with operational execution** allows me to deliver exceptional results—whether through media coverage, audience engagement, or business growth.

What excites me about new opportunities is the chance to **merge creativity with strategy** while advancing organizational goals. I thrive in high-pressure environments where outcomes matter, and I am confident that my leadership, expertise, and vision will make me a strong asset to your team.

Thank you for your time and consideration. I look forward to the opportunity to discuss how my experience and passion can help drive your next wave of successful campaigns, events, and partnerships.

Sincerely,
KimiRhochelle Porter
Executive Director | Publicist | Event & Tour Strategist | Brand Builder | International OBC