

KimiRhochelle Porter

International Contractor

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AWARDS: Black Excellence Award, ForbesBlk Certified, Black Business Strategist Certificate, Chase Mentorship Program

Numerous Proclamations – City, County, Congress

Bill Pickett Invitational Rodeo: Jan. 2019 to Present

National Public Relations Director

- Design engaging content for promotional emails and newsletters
- Pitch to national news outlet
- Book Executives / Talent for features, interviews: radio, newspapers, bloggers, influencers
- Collaborate with graphic designers and copywriters to launch promotional content
- Create infographics and data for monthly reports



Royal International: Feb. 2019– Present

International Air Courier Travel Independent Contractor

- Hand Carry service on a door-to-door basis
- Pick up the shipment from the origin address using one of our agents/drivers.
- Makes my way to the origin airport and meets the driver. Shipment may consist of many boxes to check on with baggage.
- As a courier I typically stays the night in a hotel,
- Boards the flight to the destination airport, where I am met by our customs broker who has made the customs entry and received a customs clearance entry number or must make the entry upon the couriers' arrival.
- After proceeding through customs, a release number will be generated by customs for the shipment
- The shipment is then handed off to the Royale agent/driver waiting curbside and the driver delivers to the destination.

Imunique Unlimited: Mar 2019 to Present

Account Director – Marketing / Pavilion Operations

- Responsible for facilitating the day-to-day PR and Brand Image Event functions, while creating and driving cohesive and dynamic communications strategies
- Strong background in strategic communications planning, event management and production
- Work closely with the VP, Brand & Communications Client to define the global communications strategy and objectives for the brand
- Develop, implement, and manage the communications strategy to drive consumer demand by leveraging the power of the press, media, social media, collaborations, celebrity & key influencers communities
- Leverage strong relationships with senior lifestyle editors; actively and effectively manage all relationships with relevant PR agency partners
- Manage approvals for internal and external messaging
- Draft press releases
- Work collaboratively with cross-functional teams to ensure goals are aligned, plans are properly communicated and to identify new and compelling storytelling opportunities
- Partner closely with brand marketing, acquisition and social media teams to create 360 campaigns
- Concept, plan and manage brand image events alongside the VP, Brand & Communications, external partners and production & PR agencies, inclusive of end-to-end production elements – creative, glam, ROS, budget, staffing etc. – and inclusive of invitations, guest lists (consumers, vips, influencers) and press strategy
- Ensuring all is managed to excellent execution
- Lead crossfunctional kick-off meetings and ongoing internal communication for all brand image events
- Support VP, Brand & Communications on all elements related to Brand Partnerships including managing talent and collaborations, collating assets, routing approvals
- Collaborate with the Brand Ambassador and Influencer Marketing teams by providing areas of opportunity in which specific influencers or brand partners could be leveraged across more large scale partnerships and branded moments
- Manage and provide leadership to direct reports on the PR team
- Create reports and update all internal documents and trackers in relation to functions of this role

KRPR Media: June 2005 to Present

ADVERTISEMENT/MARKETING:

- Long Beach Jazz Festival
- Oxnard Jazz Festival
- Orange County Black History Parade
- San Diego Jazz Festival
- Baaadu Festival – Film & Concert
- San Diego Smooth Jazz Festival
- Barbados Jazz & Golf Excursion
- Shelley Garrett Entertainment - tour

Internet advertisement, SEO (Search Engine Optimization), eblasts, social network, marketing, pay-per-click advertisement, pay per call advertisement, create and manage various marketing campaigns, design graphics, organize and manage events and timelines, produce media newsrooms for concerts, red carpet affairs and various other projects, place media ads, write/submit press releases, cold call, market analysis, create business plans/marketing campaigns, implement interactive, cross marketing solutions with social networks, internet social network specialist, create strategic business/media/marketing plans; create and manage email / fan databases; efficient with facebook, twitter, instagram, google+, wordpress, blogger.

PRODUCTION MANAGEMENT:

Create, plan and implement various projects, concerts, festivals, conferences, seminars, shopping centers or malls, fairs, exposition or any type of entertainment event; write various reports to include statistics, sales, public attendance, outreach results; hire various staff, vendors, independent contractors. Creates strategic direction of projects, develops project plans that identify key issues, problems, approaches, performance metrics, resources required, internal and external influences; motivates team, facilitates meetings; coordinate, promote and implement.

DIRECTOR MARKETING / LIVE EVENTS

- Responsible for crafting and executing comprehensive marketing programs that captivate our audience and drive ticket sales for our events
- Analytical and customer-first frame of mind, marketing each experience to target audience and tracking the success of efforts accordingly
- Report directly to the VP/SVP of Live Events
- Build and execute digital marketing strategy for all event products
- Create email marketing funnels and paid media campaigns across social, newsletter and strategic ad campaigns
- Concept and spearhead influencer programs around announcements for applicable channels and events
- Assess our communication vehicles and marketing tactics (the digital media platforms; social media channels; and weekly newsletter) to determine member value and make recommendations for changes, if required
- Develop schedules and manage production workflows to produce high-quality marketing materials following agreed-upon timelines
- Work with graphic designers to oversee the design and layout of materials and graphics to ensure high-quality design; a strong, consistent, professional visual identity; and alignment with brand standards
- Leading digital marketing strategy, promotional tactics, and PR plans for all regional projects (both owned and licensed):
- Acting as the primary point of contact for partners and licensees, recommending marketing tactics and messaging for all advertising materials
- Create and managing all marketing strategies and tactics that serve to drive awareness around key network programming

Content writings featured: EUR Web, Bossip, The Daily Mail, Sister To Sister Magazine, E! Online, Entertainment Magazine, Perez Hilton, People Magazine, to name a few.

TV / Radio News and entertainment outlets that include The Trevor Noah Show, BET, TMZ, Fox News, KUSI News San Diego, KTTV, KTLA, KCal, CBS, Gayle On The Go, WTVR, ET, The Insider, Extra, The Doctors, KJLH, The Wave, Rolling Stones, GQ Magazine, Essence Magazine, and more.

**OTHER: Inside / Outside sales, internet
Verizon Yellow Pages / NDC Yellow Pages**

Education: San Bernardino Valley College – Liberal Arts / CSUSB - Communications