

KimiRhochelle Porter

Contractor

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AWARDS: Black Excellence Award, 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



Zava: July 2023 to Present

Brand Ambassador – Marketing

- Creating Health Minded Communications w public
- Understanding the Health & Wellness Space
- Interact with consumers, provide key messaging and brand knowledge

Royal International: Jan 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.

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

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.

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: BA in Communication / Media
San Bernardino Valley College**