

KimiRhochelle Porter
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Executive Director | Publicist | Event & Tour Strategist | Brand Builder

Award-winning International/National leader with over 20 years of experience directing large-scale tours, festivals, and brand campaigns while managing multimillion-dollar budgets, diverse teams, and high-profile stakeholders across entertainment, media, and corporate sectors.

AWARDS & HONORS

- **Black Excellence Award**
- **ForbesBlk Certified**
- **Black Business Strategist Certificate**
- **Chase Mentorship Program**
- **Multiple Proclamations** – City, County, Senate, and Congress

EXECUTIVE EXPERIENCE

NATIONAL MERCHANDISE MANAGER

Ain't Too Proud: The Life and Times of The Temptations – National Tour / Araca Merchadis, LLP

October 2024 – July 2025

- Direct merchandise operations across 200+ national tour shows, managing sales, inventory, logistics, and compliance.
- Lead and train sales staff (1–5 associates per shift), ensuring high-performing teams and accountability.
- Streamline retail operations: oversee kiosk setup/breakdown, monitor revenue, reconcile cash/credit, and deliver daily/weekly financial reporting.
- Drive efficiency by creating scalable systems for inventory tracking and financial controls across multi-city activations.

FOUNDER & EXECUTIVE DIRECTOR

KRPR Media – Entertainment, PR & Event Production Agency

2002 – 2024

- Directed the strategy, planning, and execution of **100+ large-scale events** including festivals, conferences, and national tours, overseeing budgets, operations, partnerships, and talent.
- Built and scaled a PR/marketing firm recognized for creative strategy, brand building, and celebrity activations.
- Negotiated and secured high-value partnerships, sponsorships, and media placements to maximize client visibility.
- Directed cross-functional teams of staff, contractors, vendors, and talent for seamless event delivery.
- Designed and executed comprehensive **digital + traditional marketing campaigns** (SEO, paid media, influencer strategy, social engagement) driving ticket sales and audience growth.
- National/International OBC: Royale International- **Germany, Honduras, Mexico** / VIP Experiment Transportation – **Laver Cup, Formula 1, FIFA**

Signature Projects:

- Long Beach Jazz Festival | Oxnard Jazz Festival | San Diego Smooth Jazz Festival | San Diego Jazz Festival
- Fest of Spring Caribbean Festival | Barbados Jazz & Golf Excursion | Brew N' Que | Orange County Black History Parade
- Shelly Garrett's "Beauty Shop" (60 Cast/Crew US Tour) | Baaadu Festival – Film & Concert
- Corporate & Brand Campaigns: **New Orleans Bill Quick & Easy Salad Kits | Natural Hair Care Expo | Soul Country Music Star**

REMOTE NATIONAL PUBLIC RELATION DIRECTOR

Bill Pickett Invitational Rodeo

2010 – 2024

- Served as lead strategist for all national PR, positioning the brand as a cultural and entertainment staple.
- Pitched and secured national coverage across **BET, CNN, Essence, Ebony, Rolling Stone, People Magazine**, and more.
- Coordinated media tours, interviews, and press features for executives and talent, securing millions in earned media value.
- Directed creative content campaigns across digital, print, radio, and TV outlets to expand audience engagement.

TALENT & BRAND PARTNERSHIP MANAGER

Imunique Unlimited

2022 – 2023

- Built and managed a diverse influencer/talent roster while securing partnerships with brands such as **Revlon, Vons, Zava Marketing, Healthy Hair Bar, The Boss Babe Store, ATN Events, Natural Hair Beauty Expo, BOBSA**.
- Negotiated brand deals, contracts, and collaborations, ensuring mutually beneficial relationships and ROI.
- Directed influencer onboarding, campaign execution, and performance tracking to meet campaign goals.
- Applied automation and AI tools to optimize influencer/brand workflows and reporting.

ADDITIONAL LEADERSHIP ROLES

- **Tour Manager / Project Manager / Assistant Company Manager** – Directed logistics, HR, and compliance for touring productions, overseeing lodging, transportation, staffing, and budgeting.
- **Sales & Marketing Executive** – Verizon Yellow Pages / NDC Yellow Pages: Inside/outside sales and internet marketing.

MEDIA FEATURES

Content Contributions Featured In: EUR Web, Bossip, Daily Mail, E! Online, People Magazine, Perez Hilton, Entertainment Magazine

TV / Radio Outlets: CNN, BET, Fox News, TMZ, Roland Martin Unfiltered, Trevor Noah Show, KTLA, KTTV, KCAL, CBS, Gayle on the Go, WTVR, ET, EXTRA, Essence Magazine, The Inside, GQ Magazine, Ebony, The Doctors, Rolling Stone, KUSI News San Diego, KJLH, The Wave, BlackHealthMatters.com, and more.

EDUCATION

San Bernardino Valley College – AA / Cal State University San Bernardino – BA – Sept '91 – June '98