

KARIE L. REYNOLDS

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Marketing Communications Professional

ABOUT

Entrepreneurial marketing communications strategist with demonstrated success in aligning communications strategies with company priorities, building brand awareness, and effectively influencing diverse internal and external stakeholders. Broad experience in message development, integrated marketing, partnership development, public relations, and event marketing.

TECHNICAL SKILLS

- Airtable, Asana, Monday
- Canva
- Cision
- Constant Contact, Klaviyo, MailChimp
- Google Suite
- Kajabi
- Microsoft Office Suite
- Facebook, Instagram, LinkedIn
- Shopify, SquareSpace, Wordpress
- Slack

EDUCATION

University of California, San Diego
Bachelor of Arts, Communications

EXPERIENCE

Karie Reynolds Communications Brand Strategist and Storyteller

Jan. 2011 - Present

Embed with client teams as a trusted advisor, delivering strategic guidance and hands-on execution. Identify market opportunities, develop compelling messaging and brand content, and design integrated marketing campaigns that drive results. Lead and coach internal and freelance team members while overseeing external agency collaborations. Stay ahead of consumer, marketing, and technology trends while managing operations and spearheading business development.

CORE SKILLS & EXPERTISE

- **Brand Messaging & Storytelling** – Distill complex issues into compelling narratives and identify and develop compelling brand narratives to engage target audiences.
- **Integrated Marketing & Campaign Management** – Direct multi-channel marketing campaigns that drive brand awareness, engagement, and revenue growth.
- **Media Relations & PR** – Secure top-tier media placements and cultivate relationships with press and influencers.
- **Content Strategy & Development** – Create high-impact content for websites, social media, email, creative briefs, and editorial campaigns.
- **Customer Engagement & Retention** – Implement customer experience strategies, including help desk systems and email marketing automation.

PROJECT + CLIENT HIGHLIGHTS

Volunteer Committee Chair for proponents of November 2024 local ballot measure. Distilled complex housing laws and Housing Element history to develop campaign messaging. Created website and promotional materials, and hosted community town halls to educate voters. **Measure passed by 14 points.**

Developed branding, messaging and investor and strategic partner pitch decks for bioplastics start-up, **clarifying UVP and increasing meetings with potential investors.**

Now in 6th year of advising founder of personal assistant service on communications and marketing efforts. Develop editorial calendar and content for social media and monthly newsletters.

• **Covid-Era Communications:** Implemented **purpose-driven communications strategy** based on Founder's commitment to supporting mothers **kept company in business despite significant disruption in company's service delivery during LA County's Covid lockdown.**

Retained by collective of leadership development coaches for **6-month PR contract to position company as solution for overwhelmed working mothers and employers trying to retain them.**

- Landed placements in **Forbes, LiveCareer.com, and Babe by Hatch.**
- Developed with co-founder **10 original articles** for Medium, LinkedIn, LUMO's blog and guest post submissions.
- Secured **brand partnership** resulting in 9 articles by LUMO on Ergobaby blog, GWP promotion, Live Q&A and sharing of 2 LUMO Reels on Ergobaby's Instagram feed.

Developed communications framework for 30-year-old visual merchandising company, refining brand messaging, identifying ideal client and primary selling points, and driving **measurable improvements in sales opportunities.**

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CLIENT HIGHLIGHTS (continued)

Retained for 8 years as **PR & Partnerships Director** for social enterprise manufacturing maternity and nursing apparel through family-owned factories in the Americas.

- **Led messaging strategy and developed educational content** for email newsletters, social media posts, media and influencer outreach, and website for product launches and key selling periods.
- **Successfully positioned brand for acquisition** by Adore Me in 2019.
- Developed written content and graphics for landing pages and blog posts, and designed personalized email drip campaigns, **increasing customer LTV 15% within 2 years**.
- Generated **millions of media impressions** through secured coverage in Babylist, Healthline, Pregnancy & Newborn, The Bump, What to Expect, and more.

Engaged as **fractional Communications Director** for new umbrella brand of **3 e-commerce brands** between August 2019 and February 2023. Developed messaging and content, pitched media, secured and nurtured brand partnerships, directed ad agencies, supervised social media coordinator, and collaborated cross-functionally with digital manager and customer service team.

- Directed integrated marketing campaigns, resulting in **600% increase** in direct traffic and **757% increase** in social media traffic to brand website.
- **Save \$15K** by producing brand video, creating storyboard, recruiting filmmaker and models, and providing production support to create high-quality video for owned and paid marketing channels.
- **Improved customer response time by 50%** by spearheading implementation of help desk software system, developing brand knowledge base and canned responses to frequent questions.
- **Elevated brand recognition** with placements in Good Housekeeping, Scary Mommy, Romper, Domino, and other top-tier outlets.

Grand Avenue Public Relations Chief Strategist + Co-Founder

JAN 2005 - DEC 2010

Co-founded PR firm delivering integrated, strategic media relations and celebrity outreach for women's lifestyle brands. Led client teams while generating new business, managing operations, and staying attuned to changes in media landscape and marketing channels.

HIGHLIGHTS:

PREGNANCY AWARENESS MONTH: Transformed environmentalist Activist/Philanthropist Anna Getty's idea for Pregnancy Awareness Month into a 4-week, multi-channel educational campaign for expecting mothers in 2008.

- Positioned Anna as thought leader, created campaign's concept and educational pillars, designed sponsorship packages and secured sponsors, developed educational content, and secured channels for content distribution, and integrated relevant sponsors into educational content distributed via Campaign and sponsors' owned channels.
- Orchestrated first launch event that attracted celebrity guests and 100 attendees to the Skirball Cultural Center, with expert panel discussions, a pampering lounge hosted by Cookie Magazine, and product demos.
- Secured campaign coverage by major parenting magazines, including Cookie, American Baby Magazines, and parenting blogs reaching millions online.

CELEBRITY BOOK LAUNCH: Retained by ModernMom.com to create celebrity event celebrating the launch of Samantha Ettus' book, "The Experts Guide to the Baby Years." Produced "Cocktails & Conversations" at the Sky Bar:

- Secured Marcia Cross as host of the event
- Secured celebrity guests and entertainment press coverage

NONPROFIT EXPERIENCE

CURRENT VOLUNTEER POSITIONS:

SOUTH PASADENA CHAMBER OF COMMERCE, Board Chair
SENIOR CITIZENS' FOUNDATION OF SOUTH PASADENA, Board Member
SOUTH PASADENA TOURNAMENT OF ROSES, Publicity Chair

CONTRACT AND STAFF POSITIONS:

CHILDREN AFFECTED BY AIDS FOUNDATION, Dream Halloween Publicist & 3-mo contract to cover Director Comms maternity leave
THE KAYNE ERAS CENTER – Special Events Fundraising Manager
CHRYSLIS – Special Events Fundraising Coordinator