

# KARIE L. REYNOLDS

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## Strategic Communications Executive

### LEADERSHIP PROFILE

Strategic communications leader with more than 30 years of experience advising executives, leading integrated content strategies, and building stakeholder engagement for organizations navigating growth, change, and complex initiatives. Trusted by executive leaders, boards, and community partners to develop clear, compelling communications that align audiences, strengthen organizational reputation, and advance mission. Highlights include developing the internal communications strategy for NBCUniversal's newly formed Universal Television Entertainment division following a major reorganization and leading development of Pregnancy Awareness Month, launching the nationally recognized initiative and expanding it into nine-month maternal health education campaign supported by more than \$200,000 in annual sponsorships.

### CORE EXPERTISE

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**Executive Communications & Strategic Counsel:** Leadership Messaging, Board Communications, Executive Presentations, Stakeholder Engagement

**Content Strategy & Thought Leadership:** Editorial Strategy, Content Development, Narrative Development, Brand Storytelling

**Internal Communications & Organizational Change:** Employee Engagement, Change Communications, Communication Governance, Culture Initiatives

**Community Engagement & Public Affairs:** Partnership Development, Coalition Building, Fundraising Communications, Public Affairs

**Leadership & Strategic Planning:** Cross-functional Leadership, Strategic Planning, Project Management, Board Governance

### SELECTED CAREER HIGHLIGHTS

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#### NBCUniversal (via Yoh) | Sr. Manager, Internal Communications | May – October 2025

- Led internal communications strategy for the newly formed Universal Television Entertainment division following a major organizational restructuring.
- Assessed employee sentiment and delivered recommendations that increased leadership visibility, transparency, and engagement.
- Developed enterprise editorial planning and communication governance processes aligned to business priorities.
- Created and launched a centralized employee communications hub to improve information access and consistency.
- Drafted executive communications, leadership messaging, and strategic partner correspondence.
- Collaborated with leaders across NBCUniversal and Comcast to support organizational alignment and change communications.

#### Karie Reynolds Communications | Founder & Principal | 2011–Present

- Develop content strategies, editorial calendars, and messaging frameworks across digital, social, earned, and owned channels.
- Create executive thought leadership, speeches, newsletters, websites, fundraising appeals, and stakeholder communications.
- Counsel senior leaders on organizational positioning, change communications, and reputation management.
- Lead cross-functional teams and external partners while managing concurrent initiatives and budgets.
- Analyze audience engagement and communications performance to optimize messaging and program effectiveness.

### SELECTED CLIENT ENGAGEMENTS

#### LUMO | PR Consultant (June 2021 – November 2021)

Retained for 6-month contract to position leadership coaching company as a solution for retaining maternal talent. Secured press placements in Forbes, LiveCareer.com, and Babe by Hatch. Cowrote 10 bylined articles with company founders. Secured brand partnership providing GWP promotion, inclusion in a multi-brand promo, and sharing of company's articles on brand blog and newsletter.

**The Better Options Company | Fractional Communications Director (Aug. 2019 – Feb. 2023)**

Directed integrated communications, stakeholder engagement, and partnership initiatives for a portfolio of consumer brands, resulting in 600% increase in direct website traffic and 757% increase in social media traffic and \$700K in attributed revenue.

**Belabumbum | PR & Partnerships Lead (Jan. 2015 – Aug. 2022)**

Led media relations, influencer partnerships, and strategic communications positioning nursing & maternity brand for acquisition, and leading messaging and content strategy through organizational transition, increasing customer LTV 15% within 2 years.

**Pregnancy Awareness Month | Campaign Producer (May 2012 – Dec. 2016)**

Built a nationally recognized maternal health initiative working with healthcare leaders, nonprofits, educators, and corporate partners and securing \$200K+ in annual sponsorships.

**Grand Avenue Public Relations | Co-Founder & Chief Strategist | Jan 2006 – Dec 2010**

Co-founded a boutique communications agency providing strategic communications, media relations, and stakeholder engagement programs for lifestyle and consumer brands.

- Managed multiple client engagements simultaneously, overseeing planning, execution, reporting, and evaluation.
- Built and maintained relationships with media, influencers, partners, and community stakeholders.
- Led team behind inaugural Pregnancy Awareness Month campaign, developing educational pillars and content, recruiting sponsors, producing celebrity launch event for 125 people, and securing media coverage.

**BOARD, LEADERSHIP & COMMUNITY INVOLVEMENT**

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**Chair, South Pasadena Chamber of Commerce (2024–Present)**

Lead governance, strategic planning, executive communications, and stakeholder engagement initiatives. Led a board retreat, member survey, and citywide retail activation initiative.

**Board Member, Senior Citizens' Foundation of South Pasadena (2024–Present)**

Support fundraising, advocacy, community engagement, and events benefiting older adults through the South Pasadena Senior Center.

**Campaign Co-Chair, South Pasadena Measure SP and Measure SOS Ballot Initiatives (2024–Present)**

Lead communications, fundraising outreach, volunteer engagement, and community outreach for local ballot initiatives.

**EARLY CAREER EXPERIENCE**

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**Special Events Manager | ERAS Center | 1996–1998**

- Planned fundraising and community engagement events supporting programs for children with learning and emotional challenges.
- Partnered with volunteers, donors, and community organizations to increase awareness and financial support.

**Special Events Coordinator | Chrysalis | 1995–1996**

- Produced fundraising and community events supporting employment programs for individuals experiencing homelessness and economic hardship.
- Coordinated volunteers, sponsors, and donors while strengthening community awareness of the organization's mission.

**EDUCATION**

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**Bachelor of Arts, Communication** — University of California, San Diego

**TECHNOLOGY**

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Microsoft 365 • SharePoint • Airtable • Asana • Canva • EMMA/Constant Contact / MailChimp • Cision/Meltwater • Shopify/Squarespace/Wix • AI Productivity Tools