

KARIE L. REYNOLDS

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Marketing Communications Professional

ABOUT

Mission-driven marketing and communications leader with a strong record of developing integrated strategies to strengthen brands, increase visibility, and achieve organizational goals. Trusted advisor to executive leadership, skilled at translating complex programs and results into clear, compelling messages for diverse audiences. Experienced in brand stewardship, content and digital strategy, public relations, and multi-channel campaigns supporting awareness, fundraising, and engagement. Collaborative, hands-on leader who leverages data, KPIs, and AI tools to drive efficiency, consistency, and measurable results.

EXPERTISE

- Brand Management
- Brand Campaigns & Storytelling
- Communications Strategy
- Copywriting & Editing
- Digital Content Development
- Customer Engagement & Retention
- Event Development & Production
- Internal & Executive Communications
- Media Relations & PR
- Partnership Development
- Project Management
- Public Relations
- Social Media Management

TECHNICAL SKILLS

- AI for Communications
- Airtable
- Asana
- Canva
- Cision
- Constant Contact
- EMMA
- Google Suite
- Klaviyo
- MailChimp
- Monday
- Facebook, Instagram, LinkedIn
- Microsoft Office Suite
- Shopify, SquareSpace, Wordpress

EDUCATION

University of California, San Diego
Bachelor of Arts, Communications

EXPERIENCE

YOH-NBCUniversal MAY 2025 - OCT 2025 Sr. Manager, Internal Communications (Mat. Leave Coverage)

Stepped into new role in Corporate Communications of Universal Television Entertainment, a division formed by April 2025 reorganization.

- Quickly built cross-functional relationships to understand employee sentiment, and impacts of new structure.
- Researched industry and company using internal employee resources and external news sources to identify leadership priorities and business goals.
- Developed an internal communications strategy with clear messaging, content, and channel recommendations to strengthen culture and connectivity within newly formed division.
- Created internal newsletter strategy and editorial calendar aligned with business priorities and providing visibility for four division leaders.
- Designed SharePoint hub to centralize employee communications and streamline publishing on other internal channels.
- Partnered with HR to create a communications planning system reducing message overload.
- Proposed an Employee Advisory Board, defining structure, process, and roles.
- Enhanced executive visibility by updating bios and company boilerplates.
- Standardized the charitable giving request and tracking process.
- Mentored employee leading Airtable implementation across teams.
- Developed comprehensive database and recommended strategies to improve collaboration across communications teams.

Karie Reynolds Communications JAN 2011 - PRESENT Fractional Communications Director / PR Consultant

Strategic communications leader specializing in brand storytelling, community engagement, and digital marketing. Skilled at advising executives, shaping brand and culture narratives, and leading cross-functional teams to deliver content, integrated campaigns, and initiatives that foster connection and drive business goals.

PROJECT HIGHLIGHTS + LONG-TERM ENGAGEMENTS

LUMO | Communications & Engagement Consultant | MAY 2021 - NOV 2021

Positioned leadership development collective as a resource for working mothers and employers focused on retention and employee well-being, crafting messaging, thought leadership, and landing press coverage in Forbes.

- Advised founders on company messaging and digital strategy, leading to launch of new website and social channels within three months.
- Built brand partnership with Ergobaby, delivering collaborative content, live Q&As, and engagement campaigns that expanded reach and modeled community connection.

CHILDNEXUS | Strategic Communications Advisor | NOV 2020 - JUNE 2025

Served as communications partner to founder of digital platform supporting parents of neurodivergent children.

- Wrote and designed monthly newsletters featuring founder welcome letter and resources and information from community partners.
- Launched on-demand parent mini-courses by creating courses, marketing funnels, and nurture campaigns in Kajabi.
- Supported organizational growth by developing investor and B2B messaging, business development strategy, and advising on B2C marketing strategy aimed at expanding parent and educator access to vetted information and professional expertise.

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THE BETTER OPTIONS COMPANY | AUG. 2019 - FEB. 2023

Engaged as fractional Communications Director for new umbrella company of 3 e-commerce brands: Keenz Stroller Wagons, Lazy Dog Loungers, and The Stair Barrier. Developed messaging and content, pitched media, secured and nurtured brand partnerships, directed ad agencies and social media manager, and collaborated closely with CEO, digital manager and customer service team.

- Executed product launch campaigns for 2022 GTM launch of 4 Keenz Wagon Models, resulting in 500% YoY sales growth.
- Directed integrated marketing campaigns, resulting in 600% increase in direct traffic and 757% increase in social media traffic to Keenz website.
- Saved \$15K in production costs by producing Keenz brand video: creating storyboard, recruiting filmmaker and models, and providing production support to deliver high-quality video for e-commerce and marketing channels.
- Improved Stair Barrier conversion rate 20% through product videos, graphics, and messaging on product pages.
- Decreased customer response time by 50% by spearheading implementation of help desk software system, developing brand knowledge base, and creating customer service processes.
- Elevated brand recognition with placements in Good Housekeeping, Scary Mommy, Romper, Domino, and other top-tier outlets.

GIRL FRIDAY PERSONAL ASSISTANT SERVICE | AUG 2018 - Present

Retained since 2018 to advise founder on communications and marketing efforts, develop messaging and editorial calendar for social media and monthly newsletters.

- Covid-Era Communications: Created purpose-driven communications strategy based on Founder's commitment to supporting mothers. Despite significant disruption in company's service delivery during LA County's Covid lockdown, Girl Friday remained in business with deepened client relationships and significant increase in new leads.

BELABUMBUM | PR & Partnerships Director | JAN 2015 - AUG 2022

Retained as PR & Partnerships Director for social enterprise manufacturing maternity and nursing apparel through family-owned factories in the Americas. Secured media coverage and partnerships, and managed editorial strategy and content development.

- Created and managed multi-channel content—emails, nurture campaigns, social media, blogs, and landing pages—that deepened customer connection and brand loyalty, increasing customer LTV 15% within 2 years.
- Developed and managed influencer collaborations to support product launches and key selling periods.
- Generated millions of media impressions through secured coverage in Babylist, Healthline, Pregnancy & Newborn, The Bump, What to Expect, and more.
- Successfully positioned brand for acquisition by Adore Me in 2019.
- Created and executed Mother's Day campaign announcing brand acquisition, growing Belabumbum's social media following by 10% and customer leads by 12%.

PREGNANCY AWARENESS MONTH | Campaign Producer | AUG 2012 - NOV 2016

Returned to educational campaign I helped launch in 2008 as a producer to spearhead sponsorship sales and consumer engagement.

- Designed and delivered multi-channel engagement campaign in partnership with healthcare professionals and educators, creating accessible educational content and experiences for expecting parents.
- Produced large-scale launch event with 500+ attendees, expert panels, and vendor activations, fostering connection, learning, and community-building.
- Secured \$200K+ annually in sponsorships and managed partner engagement, ensuring mission alignment and impactful activations.
- Built strategic partnerships with brands, experts, and grassroots organizations to expand into a 9-month program of live events, newsletters, and social media, delivering consistent engagement and meaningful touch points.

Grand Avenue Public Relations

JAN 2006 - DEC 2010

Chief Strategist + Co-Founder

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 into a 4-week, multi-channel educational campaign for expecting and new parents that ran from 2008-2016.

- Secured millions of media impressions to position Anna as a thought leader and raise campaign awareness.
- Created strategy for reaching expecting and new mothers, developed education content distributed via PAM and partner channels.
- Designed sponsorship packages and secured \$100K+ in cash and in-kind sponsorships.
- Produced campaign launch event attracting celebrity guests and 100 attendees to the Skirball Cultural Center,

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 in Hollywood featuring Dr. Harvey Karp.
- Secured Marcia Cross as event host and landed press coverage in People, US and major parenting outlets.

VOLUNTEER ROLES

SOUTH PASADENA CHAMBER OF COMMERCE, Chair, Board of Directors, 2023 - Present

SENIOR CITIZENS' FOUNDATION OF SOUTH PASADENA, Board of Directors, 2024 - Present

SOUTH PASADENA TOURNAMENT OF ROSES COMMITTEE, PR Chair, 2024.- Present