

KARIE L. REYNOLDS

South Pasadena, CA • 626.233.3602 • karie@kariereynolds.com • linkedin.com/in/karie-linge-reynolds

EXPERIENCE (continued)

CHILDNEXUS

Retained since 2020 to support communications efforts of clinical neuropsychologist and founder of digital platform for parents of children and adolescents with neurodivergence, learning differences, and mental health challenges. Develop marketing campaigns to drive professional memberships and sales of online courses, write founder's monthly newsletter, pitch founder to media, and collaborate with social media manager on content and efforts to drive website traffic and follower growth.

GIRL FRIDAY PERSONAL ASSISTANT SERVICES

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.

THE STAIR BARRIER

Retained by inventor and CEO in 2015 to build awareness for newly launched, one-of-its-kind stair gate. Contributed to 450% YoY revenue growth by securing product reviews, media coverage, brand and influencer collaborations. Received company equity in 2017 and served as VP Brand Management until company merger with Keenz in 2019.

PREGNANCY AWARENESS MONTH

Transformed environmentalist Anna Getty's idea for Pregnancy Awareness Month into a 4-week educational campaign for expecting mothers in 2008 and served as campaign producer 2012 - 2016.

- 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.
- Produced campaign launch event with 25+ vendors and expert panels for 500 new and expecting parents.
- Secured \$200K+ annually and managed sponsor activations.
- Nurtured strategic partnerships and identified additional focus areas to deliver 9 months of educational content via events, newsletters, and social media.
- Pitched media and secured campaign coverage in major parenting and entertainment publications.

LTD365

Retained as publicist for January 2011 1-day conference and joined team as Executive Marketing Director, working directly with Founder & CEO to expand to 2-day conference for 200 women in January 2012.

- Generated over \$250K in revenue through conference sponsorships, ticket sales, and vendor booths.
- Secured sponsorships with Microsoft and IKEA.
- Created and executed conference marketing and sponsorship strategy, secured and managed sponsors and grassroots partners, and developed Day of Script for conference emcee.
- Identified topics and secured speakers to participate on panels and lead workshops.
- Secured ltd365 brand feature on Microsoft's small business hub.

NONPROFIT EXPERIENCE

CURRENT VOLUNTEER POSITIONS::

SOUTH PASADENA CHAMBER OF COMMERCE, Board Chair-Elect
SOUTH PASADENA TOURNAMENT OF ROSES, Publicity Chair

PAST POSITIONS:

SOUTH PASADENA MIDDLE SCHOOL BOOSTER CLUB, President
ARROYO VISTA PTA, Vice-President
SOUTH PASADENA EDUCATION FOUNDATION, Auction Chair

CONTRACT AND STAFF POSITIONS:

CHILDREN AFFECTED BY AIDS FOUNDATION, Dream Halloween
Publicist & 3-mo contract to cover Communications Director's maternity leave
DOWNTOWN WOMEN'S CENTER: Contract Event Coordinator
THE KAYNE ERAS CENTER – Special Events Fundraising Manager
CHRYSALIS – Special Events Fundraising Coordinator

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PRIOR EXPERIENCE

Grand Avenue Public Relations, Chief Strategist + Co-Founder
Independent Publicist
California Market Center, Marketing Manager

JAN. 2005 - DEC. 2010
MAY 2000 - DEC 2004
MAR. 1999 - MAY 2000

NONPROFIT EXPERIENCE

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