Kiana Karn

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**Public Relations, Marketing, & Event Coordinating Experience**

## Publicist

## NINICO Communications - Los Angeles, CAOctober 2021 - PRESENT

* Secure numerous media placements on behalf of a diverse array of mid-size and large corporate clients such as Steinberg Hart, Anthem Blue Cross, and Skanska, among others
* Actively manage multiple client relationships simultaneously while meeting project deadlines and ensuring ongoing campaigns are met with success
* Collaborate with C-suite executives on a weekly basis to curate content for brand enhancement and strategic communication
* Spearhead multiple media campaigns that addressed ongoing community outreach, reputational management, and business development needs

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## Communications and Engagement Assistant

## Ronald Reagan Presidential Foundation - Simi Valley, CANovember 2021 - April 2022

* Created social media content for the RRPF Education department and their programs
* Assisted in official events such as the Medal of Honor and National Defense Forums

**Account Executive**

**6th Street PR** - La Mirada, CA**August 2020 - December 2022**

* Led a team of four in creating and executing a social media campaign for the Regional Burn Center at UC Irvine
* Enhanced brand reputation and increased online community engagement by 30%

**Media Relations Assistant**

**Biola University** - La Mirada, CA  **August 2019 - May 2020**

* Wrote press releases for the university and secured media coverage for ongoing events
* Collaborated with media on campus at the Great CA Shakeout press conference

**Skills, Awards, and Certifications**

* Proficient in **AI platforms** such as ChatGPT, Copilot, and Perplexity, fluent in PR platforms such as Cision, Meltwater, CoverageBook, and Salesforce, and certified in Hubspot, Hootsuite, and Google Analytics
* Bilingual Competency Award - Spanish
* Certificate in Principles of Public Relations

**Education**

Biola University | Bachelor of Arts in Public Relations | December 2020