

Kiana Karn

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EXPERIENCE

Publicist, NINICO Communications, Los Angeles

October 2021 — Present

- ❖ Secured media placements in Fast Company, ABC, Bisnow, the Business Journals, among many others resulting in up to 4 million impressions per client
- ❖ Managed all client communications on behalf of 17 different accounts across industries including manufacturing, legal, CRE, AEC, nonprofit, healthcare, and more
- ❖ Leveraged relationships with reporters that resulted in up to thirty placements per client
- ❖ Developed key media strategies that resulted in consistent coverage for every variety of client

Communications and Engagement Assistant, Ronald Reagan Presidential Foundation (RRPF), Simi Valley

November 2021 — April 2022

- ❖ Created Facebook and Instagram content for the RRPF Education department and their programs which resulted in greater community involvement and an increase in online engagement
- ❖ Guided constituents at official events such as the Medal Of Honor and National Defense Forums resulting in clear communication and seamless transitions

Account Executive, 6th Street PR, La Mirada

August 2020 — December 2020

- ❖ Led a team of four in creating and executing a social media campaign for the Regional Burn Center at UC Irvine which resulted in an increased awareness of their community outreach and programs
- ❖ Utilized new media strategies to increase online community engagement and digital following by 30%

Media Relations Assistant, Biola University, La Mirada

August 2019 — May 2020

- ❖ Showcased university achievements through press releases, media pitching, and strategic communications, resulting in 328k impressions via broadcast coverage
- ❖ Facilitated media interviews at on-campus events that positioned Biola staff as subject matter experts

SKILLS

- ❖ Fluent in PR platforms such as Cision, Meltwater, CoverageBook, and Salesforce, and certified in Hubspot, Hootsuite, and Google Analytics
- ❖ Certificate in Principles of Public Relations

EDUCATION AND CERTIFICATIONS

Biola University, Bachelor of Arts in Public Relations