

Kayla McCullough

STRATEGIC COMMUNICATIONS SPECIALIST

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EDUCATION

Master of Arts in Strategic Communication

The University of Oklahoma
Concentration: Public Relations

Bachelor of Arts in Journalism and Mass Communication

The University of Oklahoma
Major: Public Relations

INDUSTRY CERTIFICATIONS

Google

- Fundamentals of Digital Marketing

Meltwater

- Influencer Marketing - Industry Specialist
- PR Media Monitoring

Muck Rack

- Fundamentals of Media Measurement
- Fundamentals of Media Relations
- Fundamentals of Social Media

UPenn Wharton Online

- Viral Marketing and How to Craft Contagious Content

SKILLS

- Campaign Planning
- Canva
- Client Management
- Critical Mention
- Event / Red Carpet Management
- Google / Microsoft Office Suite
- Influencer Marketing
- Photo Editing
- Press Pitching

EXPERIENCE

Rubenstein Communications | New York, New York

Account Executive, June 2024 - Present

- Successfully pitched, coordinated, and briefed clients to secure feature story placements
- Planned impactful media and influencer events on behalf of clients including press previews, opening ceremonies, and cocktail parties
- Led all strategic communication around the 2024 Rockefeller Center Christmas Tree, including written material development, interview coordination, and media event planning and management
- Served as a mentor for an entry-level Rubenstein Communications staff member, providing career development advice and counsel through weekly check-in meetings
- Client roster: Archdiocese of New York, Broadway League, Brooklyn Botanic Garden, Carnegie Hall's World Orchestra Week (WOW!), FIFA Club World Cup, Greenpoint Manufacturing and Design Center, The High Line, The Museum of Modern Art (MoMA), Partnership for New York City, Rockefeller Center, Yale Peabody Museum

Associate Account Executive, November 2022 - June 2024

- Oversaw daily account activities such as recaps, coverage grid logging, and media monitoring
- Implemented influencers into the Rockefeller Center Christmas Tree Lighting strategic media plan for the first time
- Organized an ongoing volunteer opportunity for the firm with a local nonprofit, serving as the head volunteer and mobilizing participants
- Served as co-lead on the 2023 Rockefeller Center Christmas Tree
- Notable events: The 90th Annual Rockefeller Center Christmas Tree Lighting, the 2022 Museum of Modern Art Annual Film Benefit, Times Square NYE 2023, 2023 Breakthrough Prize, TIME100 2023, TIME100 Next 2023, the 91st Annual Rockefeller Center Christmas Tree Lighting, Times Square NYE 2024, 2024 Breakthrough Prize, TIME100 2024

Senior Account Coordinator, May 2022 - November 2022

- Continued to build relationships with New York City-based media and influencers by pitching stories and coordinating access to client events
- Spearheaded a new earned influencer marketing initiative for my accounts and supported the implementation of influencer marketing initiatives across the firm by giving informative presentations and offering campaign guidance
- Served as the lead assistant on the 2022 Rockefeller Center Christmas Tree
- Notable events: The Intrepid Museum's 2022 Salute to Freedom Gala, TIME100 Next 2022

Account Coordinator, July 2021 - May 2022

- Assisted in writing, editing, proofreading, and distributing client communication materials
- Built strategic media lists in order to pitch stories to relevant media professionals
- Supported general needs of event staff including event check-in, press pen, and escorting talent
- Served as the lead assistant on the 2021 Rockefeller Center Christmas Tree
- Notable events: The Intrepid Museum's 2021 Salute to Freedom Gala, the 2021 American Museum of Natural History Annual Gala, the 89th Annual Rockefeller Center Christmas Tree Lighting, Times Square NYE 2022

AFFILIATIONS & MEMBERSHIPS

Association for a Better New York (ABNY) | New York, New York

Young Professionals Associate, November 2023 - Present

- Engaged with other civic-minded young professionals in New York City through participation in social events, educational programming, and philanthropic initiatives

NYC Sooners | New York, New York

Board Member, August 2022 - Present

- Served as head of marketing and public relations for OU's New York City-based alumni club
- Organized and publicized chapter events to facilitate connection and networking between New York City-based OU alumni
- Fostered school spirit through football watch parties while raising thousands of dollars for scholarships benefiting OU students from the New York City area