

# Larissa Long

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## Public Relations & Marketing Communications Program Management | Community Relations | Brand Building

Proven innovator in public relations, marketing communications and digital strategy. Partners with government, civic and private organizations to develop promotions, and branding strategies that contribute significantly to sales growth and favorable media and customer recognition. Strategic planning, copywriting, leadership, and relationship building combine with crisis management, image development, and public-speaking skills.

- Copy Editing & Writing
- Digital Marketing
- Strategic Planning & Analytics
- Branding Strategies
- Public Relations & Press Releases
- Community Outreach
- Marketing & Promotions
- Social Media Strategies & SEO
- Project Management
- Outside Agency Management
- Client Relationships
- Graphic Design

## PROFESSIONAL EXPERIENCE

- JOHNSON/WELD CAMPAIGN 2016 2016  
**National Media Director**  
Coordinated media relations for rallies, debates, press conferences. Drafted press releases and provided actionable advice to campaign surrogates on talking points. Booked interviews with *Time Magazine*, *Seattle Times*, and TV shows *Jimmy Kimmel Live* and *Conan*. Served on campaign leadership committee.
- NW COUTURE MAGAZINE & POSHY MAGAZINES, Seattle, WA 2012 – Present  
**Founder & Editor-in-Chief**  
Established fashion and beauty fashion magazines focusing on influencing local and regional fashion in Pacific Northwest, with current circulation of over 75,000 readers. Manage team staff of 35 to execute content for digital footprint, and ecommerce channel.
- Partnered with retailers such as Nordstrom, Eddie Bauer and REI to highlight local fashion trends.
  - Brought local fashion designers to the mainstream through our publishing and readership, including Bri Seeley and Elizabeth Jane Swimwear.
- MEDIA PLANNING CONSULTANCY, Seattle, WA 2008 – Present  
**Principal Consultant (Contractor)**  
Plan and execute large events for over 500 non-profits, corporations and small businesses including fashion shows, auctions, speaking engagements, company parties. Manage social media content, promotions, sponsorships, marketing plans, SEO, data analytics and community outreach.
- Coordinated successful launch of a non-profit radio station and a digital media academy.
  - Handled public relations including press and promotions for Nviniun Games. Upped site traffic 215% and built numerous partnerships with affiliates including Nexon and Playspan (now VISA).
  - Landed interviews and events for product placements on CNN, Huffington Post, Fast Company, and Seattle Times.
  - Increased web traffic significantly for multi-million dollar clients, driving revenue growth of up to 300%.
  - Partnered with celebrities and television personalities such as Richard Sherman, Drew Carey, Miss Washington, and Sherry Gordy (Motown) to promote various organizations including Autism Speaks, and Swedish Medical Center.
- F5 NETWORKS, Seattle, WA 2010 – 2011  
**Corporate Communications Specialist**  
Managed corporate communications, branding, and community relations. Also, developed events/sponsorships for charitable organizations. Built relationships with customers and coordinated community outreach, public service announcements and promotions. Assisted team with case studies, customer surveys, recipient lists and corporate intranet.
- Produced, edited, wrote, and distributed video tutorials, PSAs, and social media promotional videos.

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- Developed customer awards, speaking program, and built partnerships with professional sports organizations.
- Created press releases, advertisements, product announcements, and interviewed customers through The Wall Street Journal, Forbes, Business Journal, Evening Magazine and other publications.

CITY OF ST. AUGUSTINE, St. Augustine, FL

2007 – 2008

## **Marketing Manager**

Promoted to management to direct promotional plan for city marina, including print and digital strategy, staffing, marketing, media, budgeting, project management and community outreach.

- Designed policy and procedure guide and trained over 25 city staffers on best practices.
- Successfully promoted marina's tourism opportunities to national boating magazines.
- Partnered with Homeland Security and Port Authority and managed ESPN fishing tournament event.
- Awarded "General Services Leadership Award" by the city and recognized as the "Best Small Marina on East Coast" by Waterfront Magazine.

CITY OF BUCKLEY, Buckley, WA

2002 – 2006

## **Parks & Recreation Manager**

Managed budgeting, public relations, strategic planning, fundraising, recruiting, event planning, and community outreach.

- Worked with school districts, coalitions, and government agencies to promote youth programs.
- Raised funds to build new youth center, provide computer lab, and send youth to camp at no cost.
- Promoted and operated KMPS haunted house benefiting the Youth Activity Center.

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## **EDUCATION & CREDENTIALS**

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**Certificate in Marketing Strategy** | Cornell University Graduate School of Management, Ithaca, NY (2017)

**Communication and Media Studies** | University of North Florida, Jacksonville, FL

**Associate of Arts, Project Management Institute** | Pierce College, Lakewood, WA

**Project Management Certification (PMP)** | Project Management Institute

**Technology:** Microsoft Office, Adobe Suite, Google Project, Project Management, Social Media

### ***Affiliations***

International Social Media Association | Washington Technology Industry Association

Public Relations Society of America | Society of Professional Journalists | Libertarian Party of Washington

### ***Volunteer Experience***

Sponsorship & Marketing, Blanket Coverage, Richard Sherman's non-profit

Executive Director, Miss East King County preliminary to Miss America

Public Relations & Community Manager, SeeYourImpact.org

Puget Sound Media/Marketing Chair, Autism Speaks

Community Manager, Kent Downtown Partnership

Public Relations & Marketing, Girl Child Network

Fundraising & Marketing, Hope Heart Institute

### ***Awards & Honors***

NBC-TV Evening Magazine Best of Western Washington, "Woman of the Year" finalist

Kent Downtown Partnership "Community Star Award" Honoree

Femme Fatal, Crave Local for female leadership in Seattle

Be Bold Be You 2016 September Woman of the Month

Woman of the Month, Inspirational Woman Magazine

United Nations "Day of the Girl Child" Honoree

President's Volunteer Service Award Honoree