

Larissa Long

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

Proven innovator in public relations, marketing communications, and event planning in various industries. Skilled in developing promotions and branding strategies that contribute to sales growth and favorable media and customer recognition. Strong in strategic planning, copywriting, leadership, and relationship building, as well as crisis management, image development, and public speaking.

- Corporate Communications
- Copy Editing & Writing
- Strategic Planning & Analytics
- Outside Agency Management
- Public Relations & Press Releases
- Community Outreach
- Marketing & Promotions
- Branding Strategies
- Project Management
- Event Planning & Management
- Client Relationships
- Graphic Design

PROFESSIONAL EXPERIENCE

THE CAR PARK, Boise, ID

Director of Marketing

- Lead the development of marketing plans, working closely with C-Suite, clients, management, creative and content teams to create an effective and efficient marketing strategy focused on growing audiences for products and services
- Communicate the marketing plan to team members and stakeholders
- Research and analyze marketing data to determine demand for products and services
- Work with the operations and business development teams to develop strategies to maximize profits & market share
- Develop budgets, including expenditures, return-on-investment, and profit-loss projections
- Develop and manage advertising campaigns for the marketing team to implement
- Build brand awareness and positioning
- Support business development and lead generation efforts
- Manage company and industry conferences, trade shows, and major events
- Oversee social media marketing strategy and content marketing

SPECTRA VENUE MANAGEMENT/ANGEL OF THE WINDS ARENA, Everett, WA

Director of Marketing

- Head of virtual events for Spectra's 189+ venues worldwide during COVID-19 shutdowns
- Work with top influencers and promoters worldwide for press and marketing opportunities
- Work closely with multiple government agencies
- Expert in crisis management leading the way during COVID-19 closures for Spectra's 189+ venues worldwide
- Serve as press contact, write, pitch, and distribute press releases and negotiate contracts with media partners
- Identify, develop, and evaluate marketing strategy, based on knowledge of established objectives and market characteristics including expansion of digital channels through customer engagement
- Enhance existing promotional initiatives and develop new marketing programs and initiatives to maximize ROI
- Participate in the development and implementation of annual marketing goals, objectives, and management of department budget through measurements, reports, and achieving performance against agreed upon service levels

MEDIA PLANNING CONSULTANCY, Seattle, WA

Senior Level Principal Consultant (Contractor)

- Managed media relations for debates, press conferences, television and radio interviews, etc.
- Drafted press releases and provided actionable advice to clients including talking points
- Booked interviews for clients with Time Magazine, BBC, ESPN, CNN, Forbes, Yahoo Finance, Business Insider, Jimmy Kimmel Live, Conan, Business Journal etc.
- Increased web traffic significantly for multi-million-dollar clients, driving revenue growth of up to 300%
- Established fashion and beauty fashion magazines focusing on influencing local and regional fashion in Pacific Northwest with circulation of over 75,000 readers
- Marketing lead for Rainier Avenue Radio, community radio station focusing on urban issues and diversity
- Promotional event expert, experience planning and executing events for up to 10,000

Continued...

F5 NETWORKS, Seattle, WA

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.

- Created first Corporate Social Responsibility program and managed all initiatives
- 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 MUNICIPAL MARINA, St. Augustine, FL

Senior 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.

- Partnered with Homeland Security, Port Authority, and Federal and FL Fish and Wildlife on initiatives and media relations
- Designed policy and procedure guide and trained over 25 city staffers on best practices
- Successfully promoted marina’s tourism opportunities to national boating magazines
- Awarded “General Services Leadership Award” by city and “Best Small Marina on East Coast” by Waterfront Magazine

CITY OF BUCKLEY, Buckley, WA

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

WASHINGTON HOUSE OF REPRESENTATIVES, Olympia, WA

Education Committee Clerk

- Worked with legislators on bill creation, planned committee hearings, and worked with other committees as needed

EDUCATION & CREDENTIALS

Marketing Strategy Certification | Cornell University Graduate School of Management

Social Media Marketing Certification | Silicon Valley Digital Marketing Institute

Business Administration - Communication Concentration | Northwest University

Associate of Arts & Sciences, Communication and Media Studies | Pierce College

Project Management Certification (PMP) | Project Management Institute

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

Affiliations

Public Relations Society of America | Society of Professional Journalists International | Social Media Association

Volunteer Experience

Board Member, Hoff Foundation | Board Member, Seattle Startup Week

Marketing and Public Relations, PAEP | Sponsorship & Marketing, Blanket Coverage (Richard Sherman)

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 | Parks Commissioner & Interim City Councilwoman, City of Orting

Awards & Honors

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

Women on Business Regular Contributor (Forbes Top 100 Blog) | Kent Downtown Partnership “Community Star” Winner

City of St. Augustine General Services Leadership Award Honoree | Be Bold Be You Woman of the Month

City of Maple Valley Mayor’s Award Honoree | Woman of the Month, Inspirational Woman Magazine

United Nations “Day of the Girl Child” Honoree | President’s Volunteer Service Award Honoree

City of Buckley Mayor’s Award Honoree