

# Larissa Long

253.266.0009 • [LARISSA@LARISSALONG.COM](mailto:LARISSA@LARISSALONG.COM) • [HTTP://LARISSALONG.COM](http://LARISSALONG.COM)

## Senior Public Relations & Marketing Communications Director

Strategic Planning | Relationship Development | Brand Expansion

Award-winning leader with over 15 years of managing teams with 2 to 100+ members. Creative collaborator connecting with internal and external teams to produce innovative solutions that increase revenue and brand recognition. Compelling networker with impressive contact list spanning entertainment, fashion, sports, technology and tourism. Adaptive strategist that quickly responds to new, crisis, and unpredictable situations.

### SKILLS AND EXPERTISE

Public Relations | Event Planning & Management | Copywriting | Crisis Communications | Influencer Marketing  
Corporate Communications | Community Engagement | Media Planning | Project Management | Public Speaking  
Agency Management | Branding Strategy | Social Media Marketing | Digital Marketing | Data Analysis | Graphic Design

**Technology:** Adobe Suite | Google Project | Microsoft Office

### PROFESSIONAL EXPERIENCE

#### Director of Marketing and Head of Spectra Streaming Services

2019 – Present

SPECTRA, A COMCAST COMPANY/ANGEL OF THE WINDS ARENA, Everett, WA

Direct all marketing, public relations, and group sales for Angel of the Winds Arena, Edward D. Hansen Conference Center, and Everett Community Ice Rink.

- Head virtual events for Spectra's 60+ venues worldwide hosting top talent, reporting directly to the CMO
- Work closely with Ticketmaster, Universe, and Live Nation marketing and ticketing teams to integrate events
- Develop and execute annual marketing goals, objectives, and management of department budget
- Maximize ROI by creating customer experience strategies, segmentation and brand management
- Provide data analysis and leadership while identifying, developing and optimizing strategies
- Create engaging social media campaigns, utilizing using multiple analytical tools to track revenue and KPIs
- Produce revenue-generating events, several at no cost to building managers
- Lead influencer strategy and selection, joining forces with top influencers and promoters worldwide, including tenant team 2020 WNBA defending champions, Seattle Storm
- Establish precedent for COVID-19 crisis management for 250+ venues globally by creating shutdown documents
- Serve as exclusive press contact to distribute press releases, direct large media buys, and negotiate contracts

#### Senior Consultant (Contractor)

2011 – 2019

MEDIA PLANNING CONSULTANCY, Seattle, WA

Partnered with media to promote and develop positive reputations for clients. Managed staff of 100+ as well as editorial calendars, promotions, sponsorships, marketing plans, SEO, data analytics, and community outreach.

- Managed media relations various debates, press conferences, television and radio interviews
- Booked client interviews with Time, BBC, ESPN, Forbes, Business Insider, Jimmy Kimmel Live and Conan
- Drove revenue growth up to 300% while increasing web traffic significantly for multi-million-dollar clients
- Drafted press releases as well as provided actionable advice and talking points to clients
- Worked with top influencers in sports, entertainment, fashion/beauty, tech, gaming, corporate, and the arts
- Launched fashion and beauty fashion magazines emphasizing local and regional fashion influences in the Pacific Northwest with a circulation of over 75,000 monthly readers

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## Corporate Communications Specialist

2009 – 2011

F5 NETWORKS, Seattle, WA

Managed corporate communications, branding, and community relations. Developed events and sponsorships for charitable organizations. Built and cultivated relationships with customers while coordinating community outreach, public service announcements, and promotions.

- Created and managed all aspects of first Corporate Social Responsibility program in company history
- Aided team with case studies, customer surveys, and messaging content/copy
- Developed customer awards, speaking program, and built partnerships with professional sports organizations
- Produced press releases, advertisements, product announcements, and interviewed customers through publications including The Wall Street Journal, Forbes, Business Journal, and Evening Magazine

## Senior Marketing Manager

2006 – 2008

CITY OF ST. AUGUSTINE MUNICIPAL MARINA, St. Augustine, FL

First female to govern the \$2.5million marina, the largest revenue source for the city. Secured promotion to manage 35 staff members and steer promotional plan for city marina. Oversaw print and digital strategy, marketing, media, budget management, project management, and community outreach.

- Collaborated with federal and local governmental agencies on initiatives and media relations
- Grew public awareness of tourism prospects by securing successful promotions in national publications

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## EDUCATION

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**Marketing Strategy Certificate** | Cornell University Graduate School of Management  
**Business Administration - Communication Focus** | Northwest University  
**Associate of Arts & Sciences - Communication and Media Studies** | Pierce College

### *Credentials*

**Social Media Marketing Certification** | Silicon Valley Digital Marketing Institute  
**Complete Digital Marketing Certification** | StackSkills  
**Project Management Certification (PMP)** | Project Management Institute

### *Professional Affiliations*

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

### *Volunteer Experience*

Board Member, Hoff Foundation | Marketing Lead, Rainier Avenue Radio  
Board Member, Seattle Startup Week | Marketing and Public Relations, PAEP  
Sponsorship & Marketing, Blanket Coverage (Richard Sherman) | Public Relations & Marketing, Girl Child Network  
Public Relations & Community Manager, SeeYourImpact.org | Puget Sound Media/Marketing Chair, Autism Speaks  
Community Manager, Kent Downtown Partnership | Board Member, Chris Elliott Fund/End Brain Cancer  
Fundraising & Marketing, Hope Heart Institute | Parks Commissioner & Interim City Councilwoman, City of Orting

### *Awards & Honors*

Sports Events Media Group, [Destinations and Venues to Watch 2020](#)  
Best NBC-TV Evening Magazine Best of Western Washington, "Woman of the Year" finalist  
[Women on Business Contributor \(Forbes Top 100 Blog\)](#) | Kent Downtown Partnership "Community Star" Winner  
City of St. Augustine General Services Leadership Award Honoree | [Be Bold Be You Spotlight 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  
"Best Small Marina on East Coast" by [Waterfront Magazine](#) | City of Buckley Mayor's Award Honoree