

Kelda McKinney

Creative Marketing, Public Relations, and Project Management

I'm passionate about creating a more equitable world through creative and inclusive marketing and PR campaigns that break through the noise. I'm also an indie movie buff and geek out over good storytelling.

keldamckinney@gmail.com

510-725-8905

[linkedin.com/in/keldamckinney/](https://www.linkedin.com/in/keldamckinney/)

Oakland, CA

EXPERIENCE

Social Media and Donor Recruitment Marketing Specialist

[Canventa Life Sciences](#) Jul 2021 - Present

- Increased donor enrollment by 55% through effective multi-channel marketing communications strategies
- Enhanced visibility and awareness of the Canventa brand and donor program through robust online marketing campaigns and in-person events
- Revamped the company website and worked with key stakeholders to include SEO recommendations, resulting in a 17% jump in website traffic
- Implemented a large-scale BART marketing and brand-awareness campaign that led to a 7% increase in website traffic during the campaign run

Marketing and Public Relations Consultant

[Freelance](#) Mar 2010 - Present

- Executed the regional marketing and communication campaigns for various Amazon Originals films
- Crafted a robust strategic email marketing campaign for the Oakland Underground Film Festival, resulting in a 12% rise in ticket sales for the 5-day festival.
- Organized and executed the West Coast publicity campaign for the feature-length documentary D-TOUR.

Marketing & Development Manager

[Ability Now Bay Area](#) May 2020 - Jul 2021

- Produced three fundraising videos for end-of-year giving campaign; Wrote script, compiled content, and collaborated with vendor to ensure a polished final product.
- Increased year-end donations by 69% through executing a strong #GivingTuesday campaign across social media channels, email marketing, and a direct mail campaign.
- Managed and grew the organization's social media accounts; increased follower count by 37% across multiple platforms.
- Integrated the organization's CRM and payment portal with the website resulting in cost-savings of 2.2% on each processed donation.

Senior Manager, Public Relations

[af&co](#) Jul 2019 - Mar 2020

- Executed an extensive influencer activation at Wente Vineyards for their #MakeTime marketing campaign, resulting in a social reach of 153K+ to help increase their brand awareness and drive traffic to their property.
- Wrote creative media alerts and press releases, designed to secure meaningful coverage that kept the agency's clients top of mind.
- Researched media outlets and contacts, vetted inbound media leads, and planned press trips and individual media and influencer visits for restaurant and hotel clients.

SKILLS

Brand Management
Community Engagement
Creative Storyteller
Event Management
Media Partnerships
Project Management
Public Relations
Relationship Builder
Strategic Communications
Team Player

EDUCATION

B.A. in Mass Communications

[University of California, Berkeley](#)

May 2008

B.A. in Art

[University of California, Berkeley](#)

May 2008

Certificate in Nonprofit

Management

[California State University, East Bay](#)

Nov 2020

Marketing and Events Management

Yosemite Conservancy Aug 2017 - Jul 2019

- Oversaw a yearly budget of \$500K for all donor events in and outside of Yosemite National Park.
- Executed the organization's highly-anticipated yearly event for 300+ donors.
- Developed staffing plans and assigned and managed staff and volunteers for all Yosemite Conservancy events.
- Built and stewarded long-term relationships with high-net-worth donors in support of fundraising targets.

Senior Account Executive, Marketing and Public Relations

Allied Global Marketing Jul 2015 - Aug 2017

- Managed a \$500k budget and oversaw all logistics for the San Francisco-based national junket for DEADPOOL during Super Bowl 50, including all talent and client lodging & transportation, catering, and junket location.
- Executed a special partnership with Marshawn Lynch on behalf of the film, EDDIE THE EAGLE, to drive opening weekend ticket sales.
- Produced a creative and unique publicity stunt for the Fox film, THE PEANUTS MOVIE, including a traditional press day, a Talks @ Google with the cast, and a red carpet and stunted flash mob.
- Directly oversaw two assistants and interns to ensure all client and project requirements were met.

Account Executive, Marketing and Public Relations

Allied Global Marketing Sep 2011 - Jul 2015

- Collaborated with the national publicity team to execute the World Premiere and Press Junket for DAWN OF THE PLANET OF THE APES in San Francisco.
- Executed an exclusive screening of THE RUM DIARY for 800 students at UC Berkeley; partnered with the School of Journalism to reach the target audience and handled major talent for an in-person Q&A session.
- Communicate with in-house artists and media outlets on promotional advertising.
- Strategized with studio clients to organize Awards campaigns in Northern California.

Associate Public Relations Manager

Larsen Associates Apr 2008 - Mar 2010

- Senior person responsible for the success of 4 of the 9 annual film festivals managed by the agency.
- Increased ticket sales by 10% for the 2009 "DocFest" Documentary Film Festival through targeted publicity and promotional campaigns during its 14-day run.
- Cultivated relationships with local and national press to increase publicity for the agency's independent film clients.

Volunteer - Oakland Animal Services

Nov 2014 - Present

- Counsel and advise potential adopters, assess their needs to assist in matching process.
- Socialize shy and fractious cats, helping them build their confidence and become comfortable with people.