

Mackenzie DeLuca

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Summary

A communications professional with over 12 years of experience working with companies of all stages: from marketplace start-ups to mega-conglomerates, and in virtually every industry, including: consumer products, health and wellness, beverages, fintech, cybersecurity, apparel, blockchain, B2B, app and product launches, entrepreneurship, thought leadership, events, book launches, and more.

With an innate ability to discern media-worthy stories and strategic communication solutions that achieve business objectives, Mackenzie has led teams in building media campaigns that yield ROI and brand awareness, and crafted multichannel communications strategies that impact multiple stakeholders and lead to company growth—including to merger and acquisition. Her expertise runs the gamut of media relations, internal communications, stakeholder communications, crisis response, consumer communications, influencer and brand ambassador relations, social media strategy, digital content creation, and event implementation and direction.

Mackenzie has launched Frigo RevolutionWear's \$100 men's underwear on the Today Show, causing the website to crash, has thrown an underwear party in Times Square for National Underwear Day with thousands of attendees, and ran point on the media coverage and room for Money2020. Her clients regularly appear in TechCrunch, Business Insider, CNBC, the Today Show, Good Morning America, Today.com, Cheddar, Fox Business, Forbes, NYTimes, Wall Street Journal, Refinery29, Women's Health, among many other outlets.

Experience

Super Connector Media- Senior Account Director

March 2020-July 2022

- Oversaw all aspects of B2B and B2C accounts including client relationships, strategy development and execution, and managed multiple projects simultaneously while ensuring that deadlines were met
- Crafted and implemented launch strategies, business merger announcements and product launches for clients, and produced communications messaging documents for all stakeholders, internally and externally
- Evaluated and maintained an understanding of client business, objectives and needs and recommended solutions to meet those objectives and needs

- Developed long-term relationships with clients to increase business opportunities over time and worked directly with c-suite company leaders on messaging, communications, strategic planning and interview practices
- Developed and fostered relationships with key media in order to secure consistent top tier coverage for clients
- Led the team in securing media attendance for the firm's largest media mixer yet, with over 150 media, held in conjunction with the company's Unfair Advantage Live event
- Contributed to development of proposals for new business and new firm initiatives
- Promoted a culture of high performance and continuous improvement that values learning and a commitment to quality
- Mentored and developed staff using a supportive and collaborative approach on a consistent basis and served as a resource to junior team members in assessing ideas and directions
- Established and monitored staff performance and development goals, assigned accountabilities, set objectives, established priorities, conducted annual performance appraisals
- Clients include ChiliSleep, Amy Porterfield, Thinkific, Interim Execs, XeroShoes, Angeliqe Rewers (BoldHaus), Dr. Sasha Heinz, Dan Fleishman and 100M Academy, VersusGame, PureLife Organics, NativePath, Heroic, Lomi, and more.

MMDPR - *Public Relations Consultant*

January 2018- March 2020

- Secured business leads and crafted proposals to secure new business
- Drafted press releases, pitches, case studies, white papers, and media summaries and produced communications messaging documents for all stakeholders, internally and externally
- Engaged, cultivated and managed press relationships to ensure coverage for clients
- Secured strategic placements and features in media on client products and initiatives
- Ensured all communication was cohesive with client's brand image
- Organized, scheduled, and trained key leaders for press interviews
- Clients included Blinker, Bloom, Fandor.

SpecOps Communications, New York, NY - *Founding Member, Vice President* (*Account Director Sept. 2012-Aug, 2013*)

September 2012-February 2018

- Secured business leads and crafted winning new business proposals and was responsible for client retention and growth
- Worked directly with c-suite company leaders on messaging, communications and strategic planning and developed and implemented the strategy around client's business announcements and initiatives
- Established and managed the firm's staff performance and development goals, assigned accountabilities, set objectives, and established priorities, and mentored staff on best practices and continuous improvement and learning
- Secured needle moving top tier media placements for clients in national, local and regional press including broadcast, digital and print, such as Business Insider, TechCrunch and the Today Show
- Led the planning and implementation of Freshpair's 2013 National Underwear Day event in Times Square in under 2 months. The event was attended by thousands and garnered over 1 billion media impressions
- Oversaw the development of crisis communication planning for events
- Managed relationships with client brand ambassadors and investors including celebrities
- Secured the business and ran point on the 2013 Money 2020 conference in Las Vegas, drawing media attendance across multiple verticals and securing millions of impressions
- Handled red carpet and event coverage for Women for Women International with Keynote speakers such as Lucy Liu and Bill Clinton
- Clients included Freshpair, Money2020, Joyride Coffee, Frigo RevolutionWear, BareEase, Women for Women International, Origins Recovery Centers, Metanx, E-Waste, Chance Kelly, CoCo 5, SecureAuth, Inspired eLearning, MaterialWrld, Rudy Reyes, AYI, The Grade, Vitamin World, and more.

Lippert/Heilshorn & Associates, New York, NY - Account Supervisor
(Account Executive—July 2010-May 2012; Senior Account Executive— Jan. 2011- Aug. 2011)

May 2010- September 2012

- Identified story opportunities for the firm's clients in the financial, business, medical and consumer sectors
- Worked directly with c-suite company leaders on messaging, communications and strategic planning
- Conducted research on the business and media landscape and market analysis for potential new business and drafted strategic proposals
- Researched, compiled and analyzed the media landscape as it pertained to the firm's clients, and cultivated relationships with the media and secured media coverage on client products, launches, earnings, and study outcomes

- Drafted pitches, media alerts and press releases and liaised with Investor Relations advisors
- Managed press and secured coverage at conferences and events such as General Electric's (GE)'s 'Hiring Our Heroes' campaign
- Developed initiatives for clients including program proposals complete with market analysis, objectives and goals, landscape research, timelines, budgets, and accompanying media relations campaign
- Assisted in crisis communications situations
- Clients included Derma Sciences, GE, Lucid Technologies, LCA-Vision, Acacia Research, Metabolon, PamLab, Senesco Technologies, Sanuwave.

5WPR, New York, NY - Intern

June 2008- August 2008

- Drafted press material such as pitches, media alerts and press releases
- Secured interviews and created prep materials for clients
- Compiled strategic media databases based on client objectives
- Secured and handled press clippings
- Crafted creative ideas and stunts to secure coverage for the firm's clients
- Clients included Gurkha Cigars, SNAP Interactive, Hint Water, and more.

Education

Kansas State University, Manhattan, KS

2005-2010

B.A. in Communications, Public Relations; Minor in French

Volunteer

Last Chance Animal Rescue, Long Island NY - Pro Bono PR Manager and Spokesperson

2019-Present

I create content, plan events and secure media for the rescue with the goal of generating new fosters, adoptions, brand awareness and fundraising.

Skills

Proficient in tools including: Cision, Propel, Critical Mention, Qwoted, ProfNet, HARO, Voxer, Microsoft Office, Click Up, Slack, Asana, Google Docs

Experienced in public relations, media relations, B2B and B2C public relations, social media, event planning, blog writing, press releases, editing, contributor article drafts, strategic communications, collaborating with other agencies and stakeholders such as IR groups, case study drafts, new business proposals, multi channel communication strategies influencer and brand ambassador relations, launches, digital content creation..