

JACQUELINE KEIDEL MARTINEZ

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PROFESSIONAL SUMMARY

With more than a decade of experience in communications ranging from a Fortune 500 to mid-size marketing agencies, I've spent my career building up the reputation and relevance of brands and acting as strategic counsel to senior leaders. Through a full scope of communications expertise, I harness public relations, social media, and internal platforms to amplify corporate storytelling, excite audiences, and engage stakeholders. Leading with curiosity, courage, and creativity, I build teams that step beyond the traditional expectations of the discipline and let their creativity shine. I take great joy in mentoring others, guiding internal and external business decisions, and building brand love.

CORE COMPETENCIES

Leadership | Public Relations | Social Media Strategy | Executive Thought Leadership | Corporate Communications | Internal Communications | Creative Brand Building | Corporate Storytelling

EXPERIENCE

PetSmart, Phoenix, AZ

10/2021 - 12/2023

Director of Communications [Remote >> Hybrid]

Leading a team of five, I was brought to PetSmart to transform the company's PR & social media.

- Developing and coaching a team vision for enhanced corporate storytelling, coverage in new media verticals, and driving cultural relevance beyond product/roundup coverage drove 111% YOY increase in PR revenue and a 12x ROI for the first full year that plans and executions were in market.
- Conceptualized and built strategy for creative "breakthrough moments". Breakthrough campaigns such as Chief Toy Tester earned 1 billion impressions. Pawlday Sweater campaign lifted social sentiment by more than 30%.
- Improved cross-collaboration with marketing and merchandising teams to drive a 136% increase in earned media volume YOY to win dominant share of voice over competitors for the first time.
- Developed PetSmart's first-ever executive visibility and corporate storytelling platforms for C-suite leaders, managing thought leadership media coverage, LinkedIn, and public speaking opportunities.
- Served as Interim Director of Internal Communications for two extended periods.

Heart & Soul Marketing, Phoenix, AZ

Director of PR and Integrated Marketing [Remote]

11/2020 - 10/2021

Heart & Soul Marketing was founded by the former CEO and CCO of OH Partners. By their invitation, I joined the agency in its infancy to build its PR and social media department and grow the team and offerings.

- Created the vision and ethos for the PR and social media team and grew the team from 2 to 4.
- Led PR and social media strategy and growth for the agency and partners in support of lead gen and the agency's public profile.
- Built Bar-S' first-ever creative PR and social media campaign, resulting in a 12% lift in sales for the brand.

OH Partners, Phoenix, AZ

Associate Director of PR & Social Media [In-person >> Remote]

09/2020 - 11/2020

Senior PR Account Executive [In-person]

06/2019 - 09/2020

At Arizona's largest ad agency, I managed a team of 7, leading through the pandemic transition to remote, and represented the department on all integrated accounts, overseeing PR and social media strategy and execution.

- Added more than \$500,000 in new PR and social billings to the agency in a single year.

- Worked to better integrate the disciplines, improving the social team's understanding of PR and vice versa to improve client results, drive content efficiencies, and amplify messaging.
- Served as a member of the Executive Leadership Council to shape agency direction and advise leadership. Helped streamline internal communications processes and oversaw agency and leadership social media content to improve lead generation and shape thought leadership, including Forbes Agency membership.
- Clients included Arizona Lottery, United Nations, Gila River Indian Community, Arizona Department of Health Services, Four Peaks Brewing, and Bayless Integrated Healthcare.

Off Madison Ave, Phoenix, AZ**04/2017 - 05/2019****PR & Social Media Sr. Account Executive**

Working directly with up to eight clients, I served as agency account lead across several verticals.

- Created and executed PR and social media strategies with a deep understanding of how they come to life across paid, earned, shared, and owned channels.
- Built strategies and campaigns that lifted social media engagement by 200%, secured coverage in coveted national media outlets, and won agency-wide awards.
- Clients included Mayo Clinic, Arizona Office of Tourism, EoS Fitness, Maricopa Association of Governments, Arizona Opera, and Scottsdale Public Arts.

Local Motors, Phoenix, AZ**04/2016 - 04/2017****PR Manager**

At tech start-up Local Motors, I led all PR activities while supporting social media and internal communications.

- Oversaw executive visibility initiatives, including speaking engagements and media interviews.
- Responsible for content creation, from corporate blog to social media posts.
- Developed internal and external communication on behalf of the founder and CEO and other senior leaders.

Donor Network of Arizona, Phoenix, AZ**08/2013 - 04/2017****Media Relations Coordinator**

At Arizona's federally designated organ recovery organization, I led all facets of earned and social media.

- Oversaw the organization's social media channels and implemented first-time measurement capabilities for both social and earned media, increasing social media engagement by more than 20% and securing upwards of 100 earned media placements per year.
- Implemented media relations campaigns for donor/recipient stories that increased organ donor registration as much as 100%.
- Led internal and external communications surrounding crisis.
- Managed the company's quarterly print magazine, distributed to nearly 10,000 recipients.

EDUCATION**Marquette University, Milwaukee, WI**

Master of Science, Business Administration (MBA)

Bachelor of Arts, Political Science (International Economics Concentration) and Spanish

AWARDS

2x PRSA Copper Anvil Winner | 3x SABRE Innovation Award Finalist | Shorty Awards Winner: Influencer & Celebrity Marketing | ANA: Silver REGGIE Award | American Association of Tissue Banks Volunteer of the year | PetSmart's Best in Show Associate Award