

# STEPHANIE CECCARELLI

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## CORPORATE AND ENTERTAINMENT PUBLICITY, COMMUNICATIONS MANAGEMENT

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Strategic, creative, results-oriented, senior executive-level corporate/entertainment communications/public relations professional with 18+ years of demonstrated success in establishing media profile, visibility, credibility and competitive positioning for broad range of companies throughout the television entertainment industry including broadcast and cable/satellite networks, production companies, public and private entertainment and non-entertainment-oriented companies. Proven ability to effectively manage communications departments, and to develop customized, successful communications and branding campaigns that reach key constituencies and address established priorities. Experience with companies ranging from start-up ventures to large and established organizations.

### CORE COMPETENCIES

Public relations • Corporate/Crisis communications • Strong media contacts in broad base of consumer/business/trade outlets • Social media and digital campaigns and strategic opportunities • Public/Community affairs • Talent relations • Event planning • Corporate spokesperson • Reputation management • Executive media counsel and training • Excellent oral and written business communication

### EXECUTIVE STRENGTHS

Strategic • Collaborative • Problem solver • Leadership/Team building • Organizational development • Planning and implementation of results-oriented communications strategies and targeted campaigns • Quick thinking • Decisive • Attention to detail and commitment to quality, efficiency and consistency

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## AWARDS

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- **2020 PRSA Award of Excellence, City Impact, Corporate Social Responsibility**, Hope for Kids
- **2020 PRSA Award of Merit, Brand Awareness Campaign**, Battle Born Injury Lawyers
- **2020 PRSA Award of Excellence, Events & Observances**, Nevada State College School of Education Groundbreaking
- **2021 PRSA Pinnacle, PR Practitioner**
- **2021 PRSA Pinnacle, Integrated Communications**, Circus Circus Las Vegas, Adventuredome, Midwayland
- **2022 PRSA Pinnacle, Brand Awareness Campaign**, Battle Born Injury Lawyers
- **2024 PRSA Pinnacle, Events & Observances**, McDonald's Ribbon Cutting & Grand Opening: Skye Canyon
- **2024 PRSA Award of Excellence, Influencer Campaign**, Circus Circus Las Vegas, Vintage Vegas, Slots-A-Fun

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## PROFESSIONAL EXPERIENCE

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### **MASSMEDIA MARKETING, ADVERTISING, PR – Partner, Public Relations/Social Media**

**2019 – Present**

- Oversight of two departments for a division including PR and Social Media, five staffers, yielding consistent 20+% YOY growth
- Instrumental in diversifying client roster to include hospitality, film entertainment and lifestyle for a 25% increase in annual revenue
- Under my leadership, PR and Social Media has exceeded goals for three consecutive years; individual top earner in 2024 and pacing to be again in 2025
- Increased media coverage by 70% by revamping the PR department to include strategic brand storytelling and creative campaigns resulting in over 150 new media mentions within the first six months
- Secured over \$10 million in earned media value annually through strategic media relations and influencer partnerships
- Developed crisis communication plans that effectively mitigated three major PR incidents
- Oversight of social media campaigns that increased engagement rates by 35% using detailed audience targeting and Brandwatch
- Increased internal newsletter open rates by 50% through reimagining content planning
- Led planning and management of internal company events driving a 20% increase in event attendance and participation
- Overseeing and managing client billings for the division as well as overall budget, including planning and scaling

**KIRVIN DOAK COMMUNICATIONS – Director, Public Relations**

**2016 – 2018**

- Led a team of four junior publicists; developed elevated methods for pitching and big picture creative, strategic thinking
- Developed and implemented monthly/quarterly priorities for clients as well as campaign strategies to generate awareness, foot traffic, and/or sales
- Sampling of clients include: The Cosmopolitan of Las Vegas, Tuscany Suites & Casino, Blue Man Group, Givenchy (MGM store opening), HELP of Southern Nevada, Credit One Bank, Miracle Mile Shops
- Compiled and presented detailed monthly/quarterly/annual reports to clients and internal management
- Managed all aspects of external communication, including strategic positioning, public relations, top-tier media communications and branding such as online content, positioning and social media footprint

**CSC PR & Branding – Co-Founder, President**

**2015 –2016**

- Provided public relations strategy and support for celebrity/entertainment clients under Viacom Media Network including TV Land and scripted shows such as “Lopez,” “Teachers,” “Impostor” and “TV Land Icon Awards”
- Led and managed all aspects of external communication, including strategic positioning, public relations, top-tier media communications and branding such as online content, positioning and social media footprint

**VIACOM, CMT – Vice President, Program Publicity & Corporate Communications**

**2013 – 2015**

- Led team of three publicists overseeing development of network priorities, including campaign strategies to drive ratings among viewers
- Created and helped execute social media and digital strategies to support network’s programming, business goals and objectives
- Developed strategies to position network positively among viewers, parents, media, advertisers, broadcast and cable system affiliates as well as government/regulatory agencies via consumer, business and trade media – in traditional and digital media space
- Built and presented detailed show and project campaign reports to executives internally
- Provided communications/publicity support across all departments
- Managed and helped direct staff, outside agencies and consultants
- Planned and directed red carpet and backstage media components of marquee event, CMT Music Awards; 2015 event was the second most watched telecast in franchise history and ranked as the #1 original cable telecast for day
- Successfully launched original series “Party Down South” that made history when it became the highest-rated and most-watched show for CMT, as well as one of the Top 5 shows for millennials across all of cable; it drove an impressive 43% of streams across platforms contributing to double-digit gains for CMT.com with streams up 38% from the previous year; efforts contributed to growth of network by 15% in prime and 7% in Total Day

**ROGERS & COWAN – Vice President, Corporate Entertainment & Television Publicity**

**2007 - 2013**

- New business signings resulted in more than two million dollars in revenue for the agency including *American Idol* executive producer, Nigel Lythgoe, his production company *Nigel Lythgoe Productions* and summer hit show, *So You Think You Can Dance*
- Oversaw a staff of four junior publicists; developed new processes to help ensure team members’ efforts aligned with client goals and objectives
- Developed and implemented publicity strategies/plans for networks, production companies, showrunners and at least ten shows per quarter
- Augmented client’s campaigns with mediagenic ideas through pre-launch, production, post as well as key publicity events such as TCA, Upfronts, MIPCOM, NATPE, Academy Award Campaigns, etc.
- Directed development of trade strategies for all client projects and programming angles to resonate with what was relevant for TV writers at that time
- Managed timing and creation of executive profiles pegged to show launches, industry events and award campaigns
- Produced and executed national and regional press tours (e.g. TCA) that utilize all media platforms, including traditional print, digital/social media as part of television campaigns
- Built and maintained detailed, quantifiable campaign reports with an emphasis on metrics, ad value and net ROI

- Pitched and presented publicity campaigns, strategies and plans to potential new clients, as well as internally on a regular basis

***BWR PUBLIC RELATIONS – Senior Publicist, Television & Events***

**2005 - 2007**

- Oversaw and managed department television clients (*American Idol*; *So You Think You Can Dance*; Twentieth Century Fox's syndicated court shows, *Cristina's Court and Divorce Court*; BET shows *DMX* and *Keyshia Cole's Star*) as well as corporate accounts (Indy Racing League: Indy 500, National Lampoon, WWE, Juicy Couture)
- Drafted, developed and implemented public relations strategies, materials and press plans required to launch new television shows as well as corporate accounts and projects
- Produced and executed events for clients securing electronic, print and online placements in advance of, during and in post; drafted and maintained publicity reports

***CAA – Entertainment Marketing Agent Assistant***

**2003 - 2005**

- Managed schedules, coordinated travel, facilitated meetings and rolled calls for two high-profile agents
- Assisted agents in corporate consulting and entertainment marketing campaigns and initiatives (Sprite Liquid Mix Tour, Coca-Cola, Nextel and Indy Racing League)
- Prepared detailed analysis of entertainment and new media trends

***ENDEAVOR – Agency President's Assistant (Ari Emanuel)***

**2001 - 2003**

- Rolled calls daily, managed complex calendar, coordinated travel for President and department partners
- Facilitated conference calls and meetings for clients that included high-profile directors, producers, actors
- Wrote script coverage for up to 10 scripts a week

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**EDUCATION**

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- Universidad de Granada, Spain / Completed Spanish Major
- Universidad de Buenos Aires, Argentina / Certificate of Completion in International Public Relations
- University of Texas at Austin, USA / Bachelor of Science, Corporate Communication; Journalism