



# JESSICA HATCHER

## PUBLIC RELATIONS COMMUNICATIONS EXPERT

### SUMMARY

An innovative, autodidactic "Jane of all trades," I am passionate about all things related to communications, media and content. I select clients whose work ethic, enthusiasm and appetite for constant improvement matches my own. I'm detail-oriented, forward-thinking and tenacious when it comes to finding answers and solutions. With more than 18 years of experience in the Marketing and PR arena, I create and execute publicity opportunities and messaging that drive Key Performance Indicators.

### PUBLICITY PLACEMENTS

- Wall Street Journal - Jay Leno's Garage
- ESPN SportsCenter - Autoweek
- NBC Sports - INC
- USA Today - Entrepreneur
- Associated Press - NRN
- Fox and Friends - Bloomberg
- CNBC - In The Spotlight
- LA Times - Men's Health
- Road & Track - Health
- ESPN Women - Parade
- NBA on TNT - CNN

### EDUCATION

#### Washburn University

Bachelors Degree (2003)  
Mass Media and Marketing

### CONTACT DETAILS

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## WORK EXPERIENCE

### Co-Owner, Communications / Media Consulting

Imagination 9 | 2012 - Present

- Created and executed PR and Marketing Plans for product launches, social media campaigns and more resulting in increased awareness and improvements in engagement
- Attended industry conferences on behalf of clients for press meetings, influencer engagement and media events
- Planned and executed successful media events, handling invites, exclusive opportunities, credentials, live shots, influencer involvement and follow up
- Developed integrated Corporate Communications Strategies

### Senior Director, Public Relations and Communications

National Hot Rod Association (NHRA) | 2017 - 2020

- Managed team of Media Relations Managers to execute detailed publicity plans for each of the 24 annual Mello Yello Drag Racing Series events across the country
- Responsible for all corporate communications to present unified voice to the public
- Secured national publicity opportunities by creating compelling story ideas and pitches
- Developed meaningful relationships with top-tier media, celebrities and influencers by presenting unique VIP experiences on site at events
- Handled licensing and footage agreements working as a liaison for all parties involved
- Led all crisis communications processes
- Successfully hosted unique influencer integration concepts

### Public Relations Director

Konnect PR | 2012 - 2013

- Led a team of Account Executives, Account Supervisors and Assistants in serving 20+ clients to secure placements in a variety of print, online and broadcast outlets
- Cultivated pitch angles and fresh ideas for each client
- Executed award winning campaigns and wrote the submissions for industry awards
- Personally responsible for acquisition of three large clients
- Implemented a number of marketing initiatives for the agency including the production of a brand video, website updates, SEO, trade show strategy and executive client retreat

### Client Relations and Marketing Manager

Service Management Group (SMG) | 2006 - 2011

- Promoted after one year of employment
- Positioned SMG as the world leader and industry expert, ensuring brand consistency in all communications including traditional and interactive marketing, public relations and industry involvement
- Developed and executed a strategic public relations plan for industry involvement providing ongoing research and marketing analysis to key trade outlets
- Increased client retention and referral rates by 25% by building a client community and developing specific tools for helping clients to identify opportunities to better leverage their SMG program driving client advocacy ratings from 15% to 40%.

## SKILLS ASSESSMENT

- Writing - Press Releases, Blogs, SEO, Metadata, Ad Copy
- Events - Pre-event Publicity, Media Lists, Coordination, Tours, Interviews
- Social Media - Content Development, Video Integration, Consistent Messaging
- Influencer Engagement- Celebrities, Social Influencers, Events, Content
- Crisis Communications - Processes, Legal Compliance, Integrated Planning
- Production - Brand Liaison, Coordination, Licensing Agreements, Storylines

## KEY ACCOMPLISHMENTS

- Shepherded production of NHRA's annual Media Guide with over 500 pages of information
- Spearheaded "Kall Out Kings" event coordinating with multiple social influencers
- Crafted award-winning submission for Applebee's **Mashie Award For Best Brand On Twitter**