



CHRISTY GENTRY

Insightful visionary with strong ethics and a hardy sense of humor who understands lifestyle branding. Expertise in directing marketing communications, public relations & media, and brand visibility. Executive strategist with proven success in relationship management, improving communication channels and identifying stakeholder interests. Instrumental in developing tactical and innovative multi-channel approaches that result in quantifiable success. Adept in performing within dynamically changing business environments requiring focused decision-making.

EXPERIENCE

Director of Marketing & Public Relations, Sonoma-Marin Fairgrounds

Petaluma | Feb 2017 – May 2020 | Sonoma-MarinFair.org

Manage national and international media relations, journalists and influencers. Strategize road map and calendar for World's Ugliest Dog® Contest, North of the Gate Wine Competition and Sonoma-Marin Fair. Analyze insights, manage marketing budget, ad buys and review performance for optimization and consistent messaging.

Lead seasonal marketing team and direct strategic planning for the implementation of marketing programs and campaigns to meet stringent deadlines within budget. Develop compelling content and storytelling for web, media and social channels. Work closely with photographers and videographers.

Coach and advise management and board of directors on brand guidelines, best practices, and crisis communications. Serve as organization spokesperson when appropriate.

Principal Owner, Studio West Public Relations

Santa Rosa | Feb 2012 – Present | StudioWestPR.com

Studio West is a boutique communications firm dedicated to building connected communities with authenticity, transparency and consistency offering marketing and public relations consulting.

Director of Public Relations, Celebrate Napa Valley

Calistoga | April 2017 – Sept 2019 | CelebrateNapaValley.org

Direct and implement programs and campaigns to promote Celebrate Napa Valley and associated events. Manage messaging to ensure all internal and external communications stay on brand. Create compelling copy for multi-channel distribution. Manage media relations to increase organization transparency and consistency. Advise and coach CEO and board of directors on crisis communications.

Account Executive, Wolf Communications

Benicia | Jan 2015 – Dec 2018 | PRWolf.com

Developed high-level strategy for PR programs and campaigns in the sophisticated lifestyle world of travel, food, wine, hotel & spa, fashion, and entertainment. Provided enhanced exposure and publicity across various channels including the internet, TV, radio, newspapers, magazines, and events. Managed blog posts to promote destination marketing events, activities, and town culture. Provided on-site live social media coverage when appropriate.

Communications, Redwood Empire Food Bank

Santa Rosa | Aug 2014 – May 2016 | REFB.com

Publicity, Sonoma-County Fair & Harvest Fair

Santa Rosa | April 2012 – Aug 2014 | SonomaCountyFair.org

Marketing Manager, CPI International

Santa Rosa | Jan 2008 – Sept 2009 | CPIInternational.com

TOOL KIT

STRATEGIC PLANNING & RESEARCH

TEAM COLLABORATOR

PROJECT MANAGEMENT

INTERNAL & EXTERNAL COMMUNICATIONS EXPERT

MEDIA & ADVERTISING TACTICS

STORYTELLER & CREATIVE

CONTENT DEVELOPER

STRONG ACUMEN FOR FINANCIAL PLANNING/TRACKING

CAMPAIGN OPTIMIZATION

ENGAGEMENT CHAMPION

SEASONED SALES & MARKETING PROFESSIONAL

DECISIVE, COMPASSIONATE AND ORGANIZED

EDUCATION

MS COMMUNICATIONS 2020
NORTHWESTERN UNIVERSITY

BS MARKETING & WINE 2012
SONOMA STATE UNIVERSITY

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