



# KRISTEN RENEE INGRAM

A visionary leader committed to creating and developing innovative brand, marketing, and event strategies designed to drive public engagement and inspire action. Expertise in brand development & positioning, live event production, and leading high-performing teams. A recognized community leader, award-winning marketer, and published event producer with over 15 years experience.

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## EXPERTISE

- Creating and leading the execution of 360° strategic brand, marketing, and event strategies for organizations and campaigns including the NBA, ESPN, Common, Amazon Studios, and The California Endowment. Fundraised over \$800K (FY21)
- Leveraging Sports & Entertainment network to amplify Client messages and influence positive social narratives that resulted in \$500M in earned media impressions (FY20)
- Producing strategic social justice and racial equity campaigns, events, and programs for Clients like Imagine Justice and Represent Justice that generate tangible and sustainable community impact, including policy reform
- Building Diversity & Inclusion internal/external processes and programming for Clients such as the NFL, Morehouse College and Ross Initiative in Sports and Equality (RISE) to inspire leaders in sports to toward effective advocacy

## COMPETENCIES

- Executive Producer (e.g. Live Events, Albums, Content)
- Campaign & Agency Executive Oversight
- Brand Creative Development & Management
- Diversity & Inclusion/Racial Equity Planning & Programming
- High Profile Relationship Management
- Talent and Production Contract Negotiation
- Virtual Event & Live Show Production
- City, State, & Federal Government Advisor

## AWARDS

- 4x PromaxBDA Gold Award
- CLIO Sports Award
- NFL Commissioner's Award - Community Service
- Sports Emmy® Award - Leon Sandcastle
- Portland Hip Hop Week - Trailblazer Award
- Telly Award - Play for Justice

## EXPERIENCE

### ONE SOCIETY

CEO + Executive Producer  
2017-Present



Head of Affiliate Marketing | 2014-2017  
Marketing Manager | 2012 - 2014



Project Manager  
2011-2012



Brand Manager  
2010-2011



Special Assistant to Department  
Chair | 2008 -2010



Formerly Host Communications  
Project Manager | 2005 - 2008

## EDUCATION



Bachelor of Science  
Business Administration



Master of Arts - Candidate 2024  
Justice and Advocacy

## PROFESSIONAL AND COMMUNITY INVOLVEMENT

- Anti-Recidivism Coalition - Board Member
- Big Brother Big Sisters of Los Angeles
- Jenesse Center - Angels Circle
- NFL Black Engagement Network - Original Committee Member
- NFL Diversity Council - Chair, Partnerships & Recruitment
- NFL Community Teammates - Chair