



KRISTEN RENEE INGRAM

Visionary leader with over 15 years of expertise in optimizing brand positions, stakeholder engagement, and driving results through innovative brand, marketing, event, and communications strategies. Recognized for leveraging sports, entertainment and media to mobilize communities and effect positive change for people, systems, and culture. A dynamic advocate with outstanding achievements in building collective social and economic power.

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EXPERIENCE

- Developed and implemented comprehensive brand, marketing, event and communications strategies for athletes, artists and organizations such as Deion Sanders, Common, NBA and Amazon Studios.
- Led successful rebranding initiatives resulting in a significant increase in brand awareness and engagement, achieving enhanced brand recognition and fundraising for organizations like LIVE FREE, Huey P. Newton Foundation and Self Enhancement, Inc. (secured \$5M FY22).
- Collaborated with cross-functional teams to develop and execute integrated marketing campaigns that effectively communicated positive social narratives to target audiences, resulting in \$1M earned media (FY22) for the Boston Celtics, Represent Justice and Last Prisoner Project.
- Established and maintain strong relationships with athletes, artists, team and league personnel, sports and entertainment brands and community partners such as Malcolm Brogdon, D Smoke, Chike Okonkwo, Kathy Behrens, Nike and Ross Initiative in Sports and Equality (RISE).
- Oversaw the development and execution of innovative digital and social media campaigns to amplify brand messaging and engage diverse audiences, averaging 46% growth in 30-days and improved brand sentiment for campaigns with Sacramento Kings, California Labor Federation, and Into Action.
- Created and managed a robust content strategy, including multimedia storytelling, video production, and written communications, effectively communicating the mission, initiatives, and advocacy efforts of policy reforms in CA, OH and MA(Prop 17, Prop 20, AB 376, and SB 13).
- Provided strategic guidance and leadership to communications teams, ensuring brand integrity and alignment for organizations such as the NFL, Morehouse College (Sports Advocacy Workshop), and ESPN (AT&T ESPN Rise Up/Touchdown in Paradise).
- Monitored industry trends to identify opportunities for growth and differentiation in the sports, entertainment and social justice landscape with a focus on featuring Black women within the NBA ecosystem resulting in exposure to new audiences and increased revenue opportunities.
- Implemented crisis communication strategies, effectively managing and mitigating reputational risks, and maintaining positive stakeholder relationships on behalf of NBC Universal in response to the civil unrest catalyzed by the murder of George Floyd.
- Successfully managed multi-million dollar marketing and project budgets, ensuring optimal allocation and ROI while adhering to financial guidelines and timelines.

AWARDS

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

ONE SOCIETY

CEO/Executive Producer
2017-Present



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



Project Manager
2011-2012



Bachelor of Science
Business Administration, Marketing



Brand Manager
2010-2011



Special Assistant to Department Chair
2008 -2010



Formerly Host Communications
Project Manager | 2005 - 2008



Masters of Arts
Justice and Advocacy