



Nicola Krishna

COMMUNICATIONS &
PUBLIC RELATIONS SPECIALIST

CONTACT

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EDUCATION

Centennial College
Corporate Communications & Public
Relations Graduate Certificate
2007

Queen's University
B.A. (Hons.), Film Studies
2004

CAREER HIGHLIGHTS

Managed a team of 4 direct reports as Public
Relations Manager of Bell Media's Music &
Entertainment team

Extensive experience with earned media as
part of content marketing strategy,
large-scale event planning, talent and
influencer relations

Spearheaded numerous national media
campaigns working alongside top-tier talent

Secured over 40 live hits over the 2016 JUNO
weekend, including 3 national stories and 545
total hits

Managed and executed national media
campaign for The 2012, 2013 and 2014
MuchMusic Video Awards

ABOUT ME

A passionate and strategic senior communicator with 10 years
progressive experience in public relations. I have a proven track record
in management and thrive in high-demand environments.

PUBLIC RELATIONS EXPERIENCE

Hill+Knowlton Strategies, March 2017 - Present

Senior Consultant

- Consumer team member, with clients including Corby Wine & Spirits and KitchenAid
- Coordinated and executed premium DIY cocktail event for Havana Club Canada, securing brand appropriate social influencers and media guests

Bell Media, January 2016 - March 2017

Manager, Public Relations

Senior Publicist

- Senior lead for The 2016 Juno Awards and Pay channels, including The Movie Network, HBO Canada, SHOWTIME, and CraveTV. Lead for the Gusto Much, M3, MTV, E! Portfolio. Promoted to Manager, Public Relations, CTV during my tenure
- Senior lead for the national, high-priority channel launch of Gusto, which included numerous publicity launches, including a multi-day junket with Jamie Oliver
- Senior lead for the 2016 JUNO Awards broadcast public relations campaign
- Organized and executed press junkets with 2016 JUNO Awards hosts Jann Arden and Jon Montgomery
- Coordinated and executed 2-day press junket with Kim Cattrall in support of HBO's Sensitive Skin, resulting in a total of 88 media impressions to promote the premiere
- Executing innovative public relations opportunities to promote Crave TV as premium, on-demand subscription video service

Bell Media, January 2014 - January 2015

Manager, Public Relations

QUALITIES AND SKILLS

Passionate and confident communicator, both written and verbal

Natural leader and team player

Strong relationships with national media

Strategic thinker

Proven track record in demanding environments

Personable, energetic, and charismatic

REFERENCES

References available upon request

- Led a team of four staff, overseeing the Much, M3, MTV, E! team priorities and managing day-to-day workload and deadlines
- Oversaw department budget and spending priorities
- Developed and implemented communications plans and strategic launches
- Managed execution of key broadcast priorities and large-scale red carpet events, including the 2014 MuchMusic Video Awards and the 2014 JUNO Awards
- Drafted and edited press releases and publicity materials

Bell Media, April 2012 – January 2014

Senior Publicist

- Managed and executed media campaigns for Much, M3, MTV, E!
- Senior lead for Much Presents: The Big Jingle in 2012 and 2013; the 2012 and 2013 MuchMusic Video Awards; the national publicity campaigns for Degraasi; and the national publicity campaigns for The 2013 JUNO Awards
- Coordinated press junket for JUNO host Michael Buble.
- Personally secured over 52 individual interviews for the JUNO Awards and 4 covers in promotion

Bell Media, March 2011 – April 2012

Publicist

- Produced informative publicity materials, including press releases and media alerts for The Comedy Network & SPACE
- Coordinated external media opportunities for The 2012 JUNO Awards, assisted on-site at the broadcast event
- Consistently secured impactful and relevant press coverage for the three co-hosts of InnerSPACE

Strut Entertainment, April 2007 – March 2011

Publicity and Promotions Manager

Publicity and Promotions Coordinator

- Responsible for intern program; hired and oversaw junior staff, determined deadlines, allocated tasks
- Executed the national publicity campaign for the 18 Canadian city So You Think You Can Dance Canada 2009 tour
- Managed national publicity campaign for Jill Hennessy and her debut album release
- Led publicity campaign for Dolly Parton album release, traveled to Nashville, TN to coordinate and facilitate Canadian interviews

Allied Advertising and Public Relations, April 2007 – August 2007

Publicity and Promotions Intern, Walt Disney Studios Account

Heather Kelly Communications, November 2004 – December 2004

Junior Campaign Coordinator

The Law Society of Upper Canada, May 2003 – August 2003 and May 2004 – August 2004

Communications Assistant