

Rana Kay

public relations | marketing | social media



About Me

Rana Kay is an award-winning communications practitioner with 18 years of experience specializing in hospitality, lifestyle and real estate. Her expertise lies in communications strategy, out-of-the-box planning, messaging architecture, crisis communications, media training, media relations, brand storytelling, celebrity and influencer seeding, broadcast partnerships, content creation and marketing copywriting. She has lead public relations efforts for a number of high-profile hotels and resorts, commercial developments and experiential brands, securing thousands of placements in top tier media including USA Today, Conde Nast Traveler, National Geographic, MSNBC, Travel + Leisure, New York Times, People, CBS News, E! News, and the Los Angeles Times.

A seasoned spokesperson, Rana has been interviewed by countless top-tier outlets including the Los Angeles Times, USA Today, Travel Channel, San Diego Union-Tribune, NBC San Diego and more, and her byline has appeared in Hotel Executive and the San Diego Business Journal.

In addition to her work, Rana has volunteered for the San Diego Press Club, Gaslamp Quarter Association, served on the Board of Directors for the Public Relations Society of America, San Diego Chapter and speaks about PR at classes and conferences.





My favorite things in life are travel, a decadent meal, a fine wine and a good book. The very best of these share the same traits.

They are experiences

journeys

memories

smiles

emotions

and a special chapter in a life story that will be remembered over and over again.

I like to write about, talk about and post about my favorite chapters and I would love to help tell your brand's unique story.

Rana



What I do

Strategic Communications Planning
Media Relations
Expert Positioning
Marketing Copywriting
Crisis Management
Content Marketing
Celebrity and Influencer Marketing
Media Training
Media Events
Email Marketing
Familiarization Trips
Social Media

Highlights

Executed public relations for the opening of a \$260 million gaming resort to achieve 90% occupancy in year one.

Secured 90 billion media impressions for a new San Diego lifestyle hotel.

Coordinated over 100 celebrity and influencer stays resulting in 120 billion television, print and social media impressions.

Received Hard Rock International's first ever Chairman's Award for Outstanding Public Relations Programming.

Recognized by the Public Relations Society of America with five Edward L. Bernays awards for overall campaigns and individual tactics.



Industries

Travel + Hospitality

Lifestyle Brands

Culinary

Casino Gaming

Design + Construction

Commercial + Residential Real Estate



Experience

- Evolution Hospitality
- Hard Rock Hotel San Diego
- Garden Fresh Restaurant Corp.
- Souplantation/Sweet Tomatoes
- Costa Hollywood Beach Resort
- Carte Hotel, a Curio Collection by Hilton
- Hyatt Regency Mission Bay
- Barona Resort and Casino
- Marriott New York La Guardia
- The Gabriel Miami
- Quarter Kitchen Restaurant
- Hotel Adagio, Autograph Collection
- Riviera Palm Springs
- Marriott Odessa
- Marriott Curacao
- Ivy Hotel San Diego
- Hotel Indigo Winston Salem
- Delta Hotels Phoenix Mesa
- KMA Architecture + Engineering
- Affirmed Housing Group
- Alliant International University
- Nobu San Diego
- The Bitter End
- Southwest Value Partners



How I do it

Paint a compelling brand story communicated through a fully-integrated campaign of earned, paid and owned media.

Execute creative, show-stopping ideas that make people pause and take notice.

Leverage 18 years of strong media, celebrity, and influencer relationships to introduce to your brand.

Create an ongoing stream of fresh story angles, partnerships and collaborations to keep your company top-of-mind and grow your fanbase.

Oversee the creation of multi-media marketing elements including video, photography and social content to make you stand out above the noise.

Curate a multi-tiered social campaign with compelling content, targeted advertising and community growth strategy to directly impact ROI.

Tailor a comprehensive brand-specific crisis communications plan and counsel company executives through its execution.



Sample Coverage

Miami Herald



The New York Times



Daily Mail



**TRAVEL+
LEISURE**



**LA
Times**

**Condé Nast
Traveler**



CRAIN'S
NEW YORK BUSINESS

DEPARTURES



*The San Diego
Union-Tribune.*



*NATION'S
Restaurant News*



NEW YORK POST

Sunset



People

HOTELS
PASSION FOR HOSPITALITY



What you can expect

Authenticity: No cookie-cutter programs. Content, ideas and strategy will be curated especially to tell your brand's story.

Engagement: Engaging content with measurable reach across relevant verticals.

Accessibility: The news doesn't practice office hours or weekends. Expect timely reaction when necessary.

Results: Accountability with regular, monthly reporting including media impressions, reach and tone.

CONTACT ME



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