

# Kayla McCullough

## STRATEGIC COMMUNICATIONS SPECIALIST

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## EDUCATION

### Master of Arts in Strategic Communication

The University of Oklahoma  
Concentration: Public Relations

### Bachelor of Arts in Journalism and Mass Communication

The University of Oklahoma  
Major: Public Relations

## HONORS & AWARDS

### Rising Star Award

Gaylord College of Journalism & Mass Communication at the University of Oklahoma

- Awarded in 2026 (inaugural recipient)
- Recognizes an alum whose industry / professional position and responsibility have them on a trajectory for significant early career success

## NOTABLE EVENTS

- A Year in TIME (2025)
- Annual Rockefeller Center Christmas Tree Lighting (2021, 2022, 2023, 2024, 2025)
- The Breakthrough Prize (2023, 2024, 2025)
- Disney+ Premiere of "Harlem Ice"
- The Intrepid Museum's Salute to Freedom Gala (2021, 2022, 2023)
- The Jimmy Awards (2025)
- "Lights On" for Lightscape at Brooklyn Botanic Garden (2023, 2024, 2025)
- The Museum of Modern Art Annual Film Benefit (2022, 2024, 2025)
- The Museum of Modern Art Party in the Garden (2025)
- NYFW Live at Rockefeller Center (2024, 2025)
- TIME100 (2023, 2024, 2025)
- TIME100 Next (2022, 2023, 2024, 2025)
- Times Square NYE (2022, 2023, 2024)

## EXPERIENCE

### Rubenstein Communications | New York, New York

Senior Account Executive, June 2025 - Present

- Served as a day-to-day client contact, continually fostering client-agency relationships, building trust, and anticipating / addressing client needs
- Wrote creative and effective communications materials, including campaign plans, digital content, draft messaging, and executive briefing documents
- Assisted in planning and overseeing the coordination of large-scale media events, including organizing logistics, staffing, and managing press
- Led all strategic communication around the 2025 Rockefeller Center Christmas Tree, including written material development, interview coordination, and media event planning / management

Account Executive, June 2024 - June 2025

- Successfully pitched, coordinated, and briefed clients to secure feature story placements
- Planned impactful media and influencer events on behalf of clients including press previews, opening ceremonies, and cocktail parties
- Served as a mentor for an entry-level Rubenstein Communications staff member, providing career development advice and counsel through weekly check-in meetings
- Led all strategic communication around the 2024 Rockefeller Center Christmas Tree, including written material development, interview coordination, and media event planning / management

Associate Account Executive, November 2022 - June 2024

- Oversaw daily account activities such as recaps, coverage grid logging, and media monitoring
- Organized an ongoing volunteer opportunity for the firm with a local nonprofit, serving as the head volunteer and mobilizing participants
- Served as co-lead on the 2023 Rockefeller Center Christmas Tree

Senior Account Coordinator, May 2022 - November 2022

- Continued to build relationships with New York City-based media and influencers by pitching stories and coordinating access to client events
- Spearheaded a new earned influencer marketing initiative for my accounts and supported the implementation of influencer marketing initiatives across the firm by giving informative presentations and offering campaign guidance
- Served as the lead assistant on the 2022 Rockefeller Center Christmas Tree

Account Coordinator, July 2021 - May 2022

- Assisted in writing, editing, proofreading, and distributing client communication materials
- Built strategic media lists in order to pitch stories to relevant media professionals
- Supported general needs of event staff including event check-in, press pen, and escorting talent
- Served as the lead assistant on the 2021 Rockefeller Center Christmas Tree

## AFFILIATIONS & MEMBERSHIPS

### Association for a Better New York (ABNY) | New York, New York

YP Steering Committee Member, May 2025 - Present

- Helped set the priorities and guide the direction of ABNY's nearly 4,000-member young professionals network, including organizing events and recruiting new members

Young Professionals Associate, November 2023 - Present

- Engaged with other civic-minded young professionals in New York City through participation in social events, educational programming, and philanthropic initiatives

### NYC Sooners | New York, New York

Board Member, August 2022 - Present

- Organized and publicized chapter events to facilitate connection and networking between New York City-based OU alumni
- Fostered school spirit through football watch parties while raising thousands of dollars for scholarships benefiting OU students from the New York City area