

KRISTAL *Traci*

CONSULTING

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EXECUTIVE PROFILE

Communications and media relations leader shaped by live sports, national broadcast environments, and Los Angeles' creative economy. For more than 20 years, I've led narrative strategy for professional sports organizations, cultural platforms, streaming productions, and global brand partnerships. I help organizations turn high-visibility moments into sustained relevance by aligning executive voice, athlete identity, and brand partnerships. My experience spans media relations, sponsorship integration, digital strategy, and executive leadership in environments where visibility is immediate and narrative discipline matters.

PROFESSIONAL EXPERIENCE

STRATEGIC COMMUNICATIONS CONSULTANT

Principal / Fractional Communications Executive | 2011–Present

Advise corporate, philanthropic, and civic leaders operating across Los Angeles' sports, entertainment, and cultural ecosystems. Develop strategic messaging frameworks for leaders navigating high-visibility cultural landscapes, supporting campaigns driving triple-digit engagement growth across digital channels.

- **Design communications strategy for Ford Philanthropy initiatives** including Men of Courage and Community Heroes, ensuring executives and brand messaging were effectively represented across major civic and cultural platforms reaching audiences of 100,000+.
- **Integrate corporate partners into award-season platforms**, cultural festivals, and civic celebrations—including **Ebony 100** and **Essence**-adjacent activations, **Newport Jazz Festival environments**, and **ASCAP showcase** programming—aligning brand messaging with culturally influential audiences and creators.
- **Direct cross-functional coordination across sponsors, talent, production teams, broadcast partners**, and executive leadership to ensure cohesive brand presence across high-visibility live productions and red-carpet environments.
- **Advised nonprofit and civic leadership** on public narrative strategy for citywide events like **embrACE LA**, a **citywide racial equity initiative** convening more than **100 community dialogues** across Los Angeles.
- Develop executive messaging and stakeholder engagement strategies for cultural campaigns and nonprofit initiatives that generated triple-digit digital engagement growth and expanded community participation.

TEAM RUBICON

Vice President, Brand & Communications | 2023–2025

\$50M national disaster response organization

Senior communications leader responsible for brand strategy, national media relations, executive positioning, and cultural storytelling across domestic and international operations. Served as senior advisor to CEO and board leadership during politically sensitive domestic and international deployments, aligning narrative architecture with reputational risk governance.

- Directed **strategic activation of TikTok's "\$10M to 10 Veteran Organizations"** and **Veteran Voices** initiatives, integrating short-form storytelling, military influencer engagement, and platform-native visibility to expand cultural reach among next-generation audiences.

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- Architected integrated **communications strategy during nationally broadcast disaster response cycles**, sustaining 15–20% earned media growth and positioning executive leadership as authoritative voices in high-consequence public environments.
 - Directed brand integration and **executive narrative strategy for the Emmy-nominated Roku Original docuseries Team Rubicon**, expanding mainstream visibility beyond traditional newscycles.
 - **Shaped documentary-scale storytelling platforms including Call to Serve (Hulu/Disney+)**, aligning veteran identity narratives, corporate partners (Ford, Motion Picture Association), and executive voice within nationally distributed streaming ecosystems.
 - Positioned the organization at the intersection of performance culture and technology innovation through **co-branded narrative integrations with Microsoft and Oakley SI**, elevating enterprise credibility across documentary and digital platforms.
 - **Orchestrated a national partnership ecosystem including Ford (17-vehicle fleet rollout)**, The Home Depot Foundation, Under Armour, and Oakley SI, aligning brand integration with real-time operational storytelling and multi-market visibility.
 - Built and led a **17-person multidisciplinary communications organization operating across four states and three regions** under rapid deployment cycles and sustained national attention.

LUTHERAN SOCIAL SERVICES OF SOUTHERN CALIFORNIA

Vice President, Community Engagement & Marketing | 2016–2022

Member of the executive cabinet responsible for enterprise brand governance, communications strategy, and institutional positioning across a multi-service regional nonprofit organization.

- **Led a comprehensive organizational rebrand** spanning visual identity, digital ecosystem transformation, website redevelopment, and enterprise brand standards across multiple program divisions.
- Increased community engagement 125% and **exceeded capital campaign fundraising targets by 65%** by repositioning brand storytelling and community partnerships to expand audience participation and regional visibility.
- Directed a **seven-figure communications and marketing budget** while building scalable infrastructure supporting multi-program operations across Southern California.
- Built digital engagement architecture later adapted into acquisition strategies generating measurable audience growth and revenue performance.

NASCAR

Regional Manager, Western Media Outreach | 2005–2011

Led communications strategy across seven Western race markets during a period of national broadcast expansion and audience growth.

- **Advanced multicultural audience expansion strategy, tripling coverage among ethnic-specific and West Coast media outlets** within the first year and embedding the league within influential cultural media ecosystems.
- Directed communications strategy across nationally televised race weekends serving six-figure live audiences and **multi-network broadcast partners (ABC/ESPN, TNT, FOX)**, aligning league leadership, sponsors, and host cities in high-velocity live environments.

- **Led national media tour strategy for top-tier drivers, including Daytona 500 champions**, integrating league, driver, and sponsor brand objectives across Western markets.
- Integrated entertainment properties including **Talladega Nights** and **Herbie: Fully Loaded** into league storytelling strategy, expanding cultural relevance at the intersection of sport and Hollywood.
- Negotiated and launched NASCAR's first **National Association of Black Journalists sponsorship activation**, establishing a multi-year platform strengthening cultural credibility in priority growth markets.
- **Co-led executive communications and sponsor integration for major championship environments**, including the inaugural Las Vegas Cup Series Banquet in partnership with civic and tourism leadership.

LOS ANGELES SPARKS / LAKERS BASKETBALL OPERATIONS

Director, Communications | 2000–2005

Oversaw communications strategy for championship-caliber professional basketball organizations in one of the most visible sports markets in the world.

- Led executive and athlete narrative strategy during WNBA Championship cycles and nationally televised league milestones, aligning player visibility with broadcast, sponsorship, and community platforms.
- Directed athlete **positioning across All-Star, Draft, postseason, and Olympic-adjacent environments**, coordinating with agents, league offices, and broadcast partners to ensure cohesive brand representation under national scrutiny.
- **Increased website traffic 89%** through digital engagement and platform relaunch, strengthening direct-to-fan audience growth during peak competition cycles.
- **Reduced departmental operating expenses 54% while managing \$1M+ budget**, reallocating resources toward integrated marketing and fan engagement initiatives.
- Guided crisis communications involving high-profile athletes and executives, protecting brand equity in nationally visible environments.

EDUCATION

M.A. Communications Management

University of Southern California, Los Angeles, CA

B.A., Mass Media Arts, Public Relations & Advertising

Hampton University, Hampton, VA