



## **About Kaitly Ocean and Ocean Public Relations**

Kaitly Ocean has ten years experience in the Public Relations and Marketing field working with a variety of brands in technology, travel & hospitality, food & beverage, events, lifestyle, B2B and non-profit. In 2009, after several years of affiliation with other agencies, as both an employee and an independent Public Relations consultant, Ocean founded her own firm, Ocean Public Relations.

Ocean provides services for small to large businesses. Her expertise span from product launches and re-vitalization to both trade and consumer press to strategic consulting and branding; social media strategy and development; industry and private event planning and sponsorship coordination; writing and research; high-level campaign strategy and management and media training, to high-level media relations.

Ocean has the ability to think outside the box, create a message and deliver it to the right media at the right time in order to secure top results for the client. Her knowledge of a variety of industries and its associated press affiliates makes it possible for her to jump right in to a project and begin garnering publicity in a minimal amount of time. Ocean has placed stories in an array of top-tier national markets in industry and vertical outlets such as *Good Morning America*, *Fortune*, *The New York Times*, *USA Today*, *Investor's Business Daily*, *Family Circle*, *Men's Journal*, *Revolver*, *Essence*, *Fitness*, *Outside*, *Women's Health*, *Good Housekeeping*, *Yahoo! Tech*, *Yahoo! Shine*, *TheStreet.com*, *The Chicago Tribune*, *PBS Nightly Business Report*, *Sports Illustrated Kids*, *Men.Style.com*, *WIRED*, *Laptop*, *CNET*, *Engadget*, *The San Francisco Chronicle*, *Popular Mechanics*, *Celebrated Living*, *US Airways* and more.

## Services at a Glance

- **Traditional Media Relations** - High-level media relations for product launches, events and ongoing public relations campaigns; research and development of target media lists; media pitching and follow up; media tour and media interview coordination and staffing
- **Social Media** - Social media strategy, development and execution
- **Strategic Consulting & Branding** - Campaign strategy and positioning; branding and messaging development for launches and rebranding campaigns
- **Writing** - Writing and development of press kits, newsletters, website copy, brochures, flyers, sales packets, etc.
- **Events/Sponsorships** - Sponsorship and event evaluation and coordination; industry and private event planning, coordination and marketing; event staffing
- **Management** - Account management for small to large projects and ongoing public relations campaigns including client and media management
- **Media Training** - Strategic language, messaging and positioning tips for client and media interaction
- **Online Marketing** – Strategy, development and execution of electronic newsletter and other promotional campaigns; website messaging and branding including writing and editing

## Account List

\*Includes direct clients of Ocean Public Relations as well as brands worked with as Public Relations consultant on behalf of other agencies

**SANDISK**  
Milpitas, California

**SONOS**  
Santa Barbara, California

**TAHOE CREAMERY**  
Reno, Nevada

**KIANA RESORTS AT  
PLAYA DOMINIAL** Costa  
Rica

**COPPER MOUNTAIN  
RESORT CONFERENCE  
CENTER** Copper Colorado

**WINTER PARK  
MOUNTAIN LODGE**  
Winter Park, Colorado

**MOODY'S BISTRO &  
LOUNGE** Truckee,  
California

**THE WESTIN  
MONACHE, MAMMOTH  
MOUNTAIN** Mammoth  
Lakes, California

**HOTEL ZOSO** Palm  
Springs, California

**SIERRA NEVADA  
BALALAIKA SOCIETY**  
Reno, Nevada

**NEVADA AFTERSCHOOL  
NETWORK** Reno, Nevada

**COACHING  
SANCTUARY.COM**  
San Francisco, California

**RALEY FIELD**  
Sacramento, California

**ODYSSEY TEAMS** Chico,  
California

**5050BIZ.COM**  
Tucson, Arizona

**JOURNEY'S END  
RESORT**, Belize

**ARTOWN**, Reno, Nevada

**HOW TO BE A GEEK  
GODDESS** North Carolina

**HOMEWOOD SUITES**  
Salt Lake City, Utah

**LA SAINT-VALENTIN**,  
Sacramento, California

**CARES**, Sacramento,  
California

**L STREET LOFTS**  
Sacramento, California

**MAXPATCH INK  
SUPPLIES** Reno, Nevada

**STOWE MOUNTAIN  
LODGE** Stowe, Vermont

**OPTEK MUSIC  
SYSTEMS, INC.  
FRETLIGHT GUITAR**  
Reno, Nevada

**EXCLUSIVE  
DESTINATIONS**  
San Jose, California

**ZACK THE PRAIRIE  
DOG**  
Norman, Oklahoma

**INTRAWEST CORP,  
WESTERN REGION**  
MonteLago Village Resort,  
Lake Las Vegas; The  
Village at Squaw Valley  
USA; The Village at  
Mammoth & Mammoth  
Mountain Ski Area

**LOOKSMART**  
San Francisco, California

**THE VILLAGE AT  
VERRADO** Verrado,  
Arizona

**PROSPER MAGAZINE**  
Sacramento, California

**DYNAMIC MOVEMENT  
PHYSICAL THERAPY**  
Reno, Nevada

**WAKING UP AT  
REMBRANDTS** Reno,  
Nevada

## Recommendations

### ***Rusty Shaffer, CEO and Founder, Optek Music Systems, Inc.***

"Kaity Ocean is not only impressive with her knowledge of the PR field but she has been very diligent and creative in her efforts to date with us. I highly recommend Kaity as a significant piece of the puzzle for any company needing PR services." *July 1, 2010*

### ***Lynda Baum, Owner, Exclusive Destinations***

"Kaity created very industry specific press information to follow up a high profile event. She immediately understood the task at hand and was able to complete the job independently. She is an excellent writer and possesses tremendous communication skills. I recently recommended her to another organization and she performed equally as well." *July 1, 2010*

Service Category: Writer/Editor

Year first hired: 2009 (hired more than once)

Top Qualities: Great Results, On Time, Creative

### ***Ted Needleman, Contributing Columnist, Investor's Business Daily***

"As a reviewer and columnist, I've worked with Kaity on behalf of several of her clients, both during her tenure at Lyman and after words at her own practice. As a PR rep, she's a joy to work with. She's very sensitive about judging how hard to pitch, and once you've indicated interest she moves heaven and earth to get you what you need. I've enjoyed working with Kaity in the past, and look forward to working with her in the future." *March 23, 2010*

### ***Vincent Hernandez, Publisher and Web master for Trade Show Expo***

"Kaity Ocean is one of the best public relations people I know. She keeps in contact with clients as well as with people she has met in relating industries. She is friendly, professional, helpful and very courteous in all matters. I have known Kaity for many years and she has always been able to provide me with answers for hotels, destinations, meetings and venues. She is a valuable professional in her field whom I would recommend to anyone for public relations information. I could say much more about her and I know I will continue to keep in contact with her. She gets the job done in PR." *July 5, 2010*

### ***Heidi Sheldon, SanDisk***

"As a PR Specialist for SanDisk, I worked extensively with Kaity on a multitude of projects, including product launches, tradeshow events, and coverage reports. As a contractor for Lyman PR, Kaity was a central component to our team's success. A consummate professional, Kaity is extremely adept at crafting PR messaging, acting as a spokesperson, and synthesizing complex technical concepts in a way that is palatable to niche publications and general consumer media alike. Kaity's professional acumen is aided by her unerring ability to maintain a positive attitude - she exudes unflappable confidence and resolve in environments/situations that fluster PR veterans twice her age. Kaity's ability also extends beyond her immediate scope of expertise. When a colleague went on vacation, Kaity assumed her pitching responsibilities, and secured product placement in a prominent outlet. Despite her initial lack of familiarity with the product line, Kaity's technical aptitude and proactive approach enabled her to not only quickly learn about the product, but to secure a glowing recommendation of it in a strategically important outlet. In short, Kaity's attunement to organizational goals, coupled with her technical aptitude and superb interactional skills, differentiate her as a PR expert. I would wholeheartedly welcome the opportunity to work with her again, and would recommend her to anyone who is results oriented and values professionalism and initiative." *May 25, 2009*

**Top qualities:** Great Results, Personable, High Integrity