

# Andy Keown

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## OVERVIEW

- Seasoned communications professional with extensive experience leading dynamic and effective public relations strategies in both in-house and agency environments.
- Travel/tourism expert with national and global brand experience, including destinations, hotels, airlines/private aviation companies and cruise lines.
- Versatile and adaptable relationship builder with a passion for mentoring junior staff.
- Adjunct PR instructor at USC overseeing student-led agency working with non-profit and cause-driven clients.

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## EXPERIENCE

### **Rachel Harrison Communications | Director, West Coast**

January 2020 — Present | Los Angeles, CA

- Lead West Coast office of a fast-growing PR agency, overseeing account teams, PR strategy, staffing and new business development.
- Direct strategy for premiere travel/hospitality accounts including Turtle Bay Resort, Tourism Authority of Thailand, Dream Hollywood, Fairmont Pacific Rim, The Estate Yountville, Urban Cowboy Hotels and more.
- Lead PR efforts for the \$250 million transformation of the landmark Turtle Bay Resort on O'ahu's North Shore, achieving pre-set goals and metrics.
- Spearhead new business initiatives that brought in more than \$500,000 in annual revenues from travel/hospitality clients during a pandemic.

### **USC Annenberg School for Communication | Adjunct Instructor**

June 2020 — Present | Los Angeles, CA (Part time)

- Serve as faculty advisor for student-led marketing communications agency working with non-profit and cause-driven organizations.
- Create opportunities for professional development while providing substantive assistance with PR, social media and marketing communications.
- Organizations served include Project Angel Food, Boys & Girls Club of Metro LA, LA Community Action Network, Downtown Women's Center of LA and Active Minds.

### **The Brandman Agency | Account Supervisor**

May 2018—December 2019 | Beverly Hills, CA

- Developed strategic communications plans and directed proactive media activity for clients including Visit Victoria (Australia), Hong Kong Tourism Board, JSX, and a portfolio of Ritz-Carlton properties throughout Asia.
- Developed and sustained relationships with top-tier media and influencers; planned and executed media events and press trips.
- Supported new business initiatives for the West Coast office.

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## CONTACT

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## EDUCATION

### **University of**

### **Southern California**

Los Angeles, California  
B.A., Public Relations 2002  
Annenberg School for  
Journalism and  
Communication

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## SKILLS

- Public Relations Strategy
- Relationship Building
- Media Relations
- Team Leadership
- New Business Development
- Client Relations
- PR Measurement & Analytics
- PR Writing & Editing
- Executive Communications

### **DKC | Vice President**

December 2016—December 2017 | Los Angeles, CA

- Managed projects and accounts for clients including Delta, Princess Cruises, W Las Vegas, The London West Hollywood, VistaJet, and Alila Hotels.
- Led the development of strategic, creative and measurable PR plans and ensure delivery against goals.

### **Visit West Hollywood | Director of Communications**

April 2009—October 2016 | West Hollywood, CA

- Led tourism-focused global communications efforts for West Hollywood.
- Managed budget, oversaw internal staff and external PR agencies globally.
- Planned and executed PR campaigns and press visits/tours to showcase the destination.
- Launched social media campaigns and provided ongoing editorial oversight of content.

### **Hilton Hotels | Public Relations Manager**

October 2007—April 2009 | Public Relations Manager | Hilton Anaheim

- Managed PR department for the 1,572-room hotel

August 2004—October 2007 | Asst. Manager, Communications | Hilton Hotels Corp.

- Managed and executed PR initiatives for Hilton Hotels including hotel sales/acquisitions, brand initiatives, personnel announcements,

### **Nissan North America | Specialist, Internal Communications**

October 2002—July 2004 | Gardena, CA

- Developed and implemented internal communications strategies