

GINA ROMERO

DIRECTOR OF PUBLIC RELATIONS & ACCOUNT EXECUTIVE

Experience

Yuit Communications | Anchorage, AK (2021 – Present)

Director of Public Relations

- Provides strategic communications to clients.
- Advises on messaging and reputation management.
- Manages media relations and outreach.

Alaska's News Source | Anchorage, AK (2020 –2021)

Content Manager

- Oversaw daily content for broadcast across two major networks.
- Collaborated with digital team for maximum results.
- Guided reporters, digital reporters and producers on story development.

KTVA 11 News | Anchorage, AK (2013 –2020)

Assistant News Director

- Managed a multi-platform environment through team collaboration.
- Oversaw daily production and staff.
- Initiated special projects to include a televised town hall meeting on the opioid epidemic.
- Recipient of a James Beard award for a special project on food security and healthy living in Alaska.

Independent Contractor (2008 –2013)

- Advised clients on strategic communications.
- Managed media relations.

Anchorage Chamber | Anchorage, AK (2005 –2008)

Communications Specialist

- Helped shape key messages for staff leadership and board members.
- Spearheaded media relations on events such as Citywide Cleanup, City of Lights, and Top Forty under 40 Program.
- Membership communication to include the annual directory, monthly newsletter and weekly communications.

Education, Training and Leadership

Corporate Supervisor Success Series Graduate (2020)

PRSA Member
(2015-Present)

GCI Women's Network (GWEN) Committee Chair

Anchorage, AK (2018)
Leadership & Community Recognition

Habitat for Humanity International Build
Paraguay (2004)

University of Montana
Missoula, MT (1995)
B.A. Journalism

Skills

More than 25 years of combined experience in public and media relations.

Technical writing: scripts, press releases, content creation.

Crafting compelling and engaging stories.