



KAYLA VICTOR

503-799-7084

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PROFILE

Respected, high-energy leader, with the ability to see the big picture and align initiatives toward that vision. Peak performing project manager, business development and public relations professional with the keen ability to build professional relationships, set strategic direction and meet business goals.

Relationship Builder: Bringing people together for a focus on win-win success

Public Relations Strategist: Communicating what needs to be heard

Creative Innovator: Consistently adjusting to change and exceed objective

PROFESSIONAL BACKGROUND

PUBLIC and COMMUNITY RELATIONS

- Built Strategic Partnerships
- Grassroots Mobilization
- Public and Media Relations
- Community Engagement
- Accessed Key Decision-Makers
- Targeted Programs and Forums
- Protected Corporate Integrity

BUSINESS DEVELOPMENT

- \$4.5 million Business Restructure
- Strategic Planning and Implementation
- Increased Viability by 25%
- Targeted Stakeholders
- Stakeholder Mapping
- Identified Opportunities
- Leveraged Organization Values
- Developed and Drove Strategic Initiatives
- Influencing and Negotiating
- Conflict Resolution

PROGRAM and PROJECT MANAGEMENT

- Heightening Reputation
- Stakeholders Management
- Program Implementation
- Team and Independent Work
- Process Improvement
- Educational Forums
- Live and Virtual Interactive Conferences

GOVERNMENT and STAKEHOLDER RELATIONS

- Legislative Work
- Advocacy and Community Partnerships
- Policy Work

BRAND MANAGEMENT and MARKETING

- Shaped External Business Environment
- Drove Outcomes
- Protected Company Integrity
- Enhanced Reputation
- Creating Opportunities
- Raised Awareness
- Market Development
- Communications
- Asset Development
- Execution and Integration

SALES and PURCHASING

- Exceeded \$1.4 million
- Account Maintenance
- Secured Fortune 500 Accounts
- Increased Sales 25%
- Purchasing \$2 million+

PRODUCTION and ADMINISTRATION

- Special Events for 1 to 50,000+ people
- Diverse and Challenging Settings
- Direct staff of 1 to 200+
- Increased Production and Efficiency by 22%
- Leadership and Teambuilding
- Adapting to Changing

SECTORS OF EXPERTISE

Advocacy, Government Affairs, Artificial Intelligence, Pharmaceutical, Digital Devices, Consumer Goods, and Entertainment

EDUCATION

Portland State University, School of Business - Bachelor of Science

Major in Marketing and Advertising; Minor in Graphic Design; Certificate in Food Industry Leadership

EMPLOYMENT HISTORY

Contract, Professional and Advocacy Relations, **Eli Lilly USA**, March 2010 to Current

Contract, Strategic Programs and Partnerships, **CareSpace** Jan 2014 to Current

Business and Project Consultant, **Victor Project Management**, February 1997 to Current

Contract, Director of Stakeholder and Media Relations, **Cullari Communications Global**, Oct 2009 to Nov 2015

Director of Legislative Affairs for **Oregon Senator Margaret Carter**, November 2008 to October 2009

(Partial List) Pleasure Working with these Amazing Companies

American Foundation for Suicide Prevention	iCAN
American Cancer Society	Levi Strauss and Company
Asian Health and Services	Live Nation
AstraZeneca	Leukemia Lymphoma Society
Boeing	NBC
Breast Friends	NIKE
Budweiser	Northwest Food Processors
Cancer Pathways	Portland Trailblazers
CBS	Po Shines Café
Cutter Aviation	Providence – Cancer Research Center
Eddie's Pizza	Spliteq
Eli Lilly	UbiVac
Familas en Accion	Urban League
Ford Motor Company	Varnell Entertainment
Helen of Troy	

BOARDS, AFFILIATIONS and INTERESTS

Partnership for the Advancement of Cardiovascular Health, Board (current)

InterNational Prisoner's Family Conference, Planning Committee and board member (current)

Epilepsy Foundation of Oregon, Advisory Board (current)

National Alliance on Mental Illness, Oregon – Annual Events, Volunteer (current)

Power2Work, Workplace based learning, volunteer (current)

Breast Friends, Advisory Board (current)

The Addie Project (current)

Oregon Bioscience Association, 2015 Conference Chair

Past boards and advisory include; Cancer Pathways, Boys and Girls Club Portland, Urban League Portland, NAACP PDX, Southwest AIDS Committee, Community Solutions of El Paso, and One in Four Chronic Health