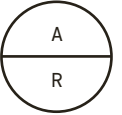


Abbygail Reyes

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🏠 SF Bay Area, CA

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PR EXECUTIVE | CREATIVE STORYTELLER | BRAND ELEVATOR

Boundary-pushing strategic storyteller, with more than 15 years of experience in brand elevation and brand reputation management for the entertainment and technology industries, with heavy focus on pioneering technologies. As a conclusive decision-maker and skilled media relationship builder, is fluent in narrative architecture and calculated positioning. Specializes in orchestrating 360-communications programs that bridge the gap between the pop cultural zeitgeist and brands, products, and consumers. Highly adept at executive management, defining effective, cross-functional workstreams, and navigating critical stakeholder expectations, both internally and externally.

Skills

PROFESSIONAL

- Strategic Communications
- Data-driven Storytelling
- Brand Elevation
- Creative Problem Solving
- Crisis Management
- Social Media
- Integrated Marketing
- Influencer Marketing
- Team Building
- Project Management

PERSONAL

- Influential Storyteller
- Unifying Leader
- Creative Spirit
- Fluid Collaborator
- Agile Learner
- Integrity-Driven
- DEI Advocate

Education

Bachelor of Science in Commerce
Santa Clara University
Santa Clara, CA
2001–2005

Awards & Honors

Ragan's and PR Daily's
Communicators of the Year
Team of the Year Honoree
Roku Platform Communications
Team
2022

Work Experience

FEB '22 - CURRENT

SAN FRANCISCO, CA

Head of Communications, Product, Nextdoor

- As a senior leader on the global communications team, serve as a key decision maker, providing strategic guidance to C-suite and key stakeholders, clearly defining goals and priorities, and ensuring efficient use of time, budget, and resources.
- Meticulously position key Nextdoor spokespeople as industry thought provokers and defining leaders in their fields.
- Develop progressive communication campaigns, actively leading the end-to-end product communications program for the organization.
- Diligently manage full-scale product launches and proactive media programs for Nextdoor products, features, and initiatives, defining a long-term global playbook to elevate Nextdoor as the quintessential neighborhood network.
- Identify and oversee new, creative opportunities and partnerships that elevate the Nextdoor brand, increase consumer awareness/engagement and drive new users.
- Effectively activate strategic test and learn initiatives across paid and earned media as well as social, steadily increasing message pull-through.
- Streamline cross-functional processes and procedures to help increase team productivity and efficacy, empowering colleagues to function from a center of excellence.

AUG '15 - JAN '22

SAN JOSE, CA

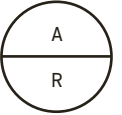
Senior Manager, Communications, Roku, Inc.

- As an early Roku employee and an originating member of Roku's pre-IPO communications team, helped build and define the communications and social programs from the ground up.
- Pioneered entertainment communications practice for Roku, first leading end-to-end launch of The Roku Channel in 2017, Roku's first owned and operated channel, then serving as Communications DRI for launch of Roku Originals, Roku's first foray into original programming.
- Cemented Roku's place as a major player in streaming – first with the mainstream adoption of streaming players, smart TVs and audio devices, then with its strategic partnerships key streaming partners, followed by the positive response to its Originals lineup.

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Work Experience (continued)

AUG '15 - JAN '22

SAN JOSE, CA

Senior Manager, Communications, Roku, Inc. (continued)

- Led talent and influencer relations for the organization – both before and after the launch of Roku Originals
- Preceding Roku Originals, built Roku's first video studio and lead on all production aspects of videos for social, also serving as on-camera company spokesperson.
- Cultivated and strengthened Roku's long-standing relationships with media, driving credibility amongst critical entertainment, tech, consumer, and business media.

DEC '13 - JUL '15

SAN MATEO, CA

Head of Communications, 11 Main, Inc. (an Alibaba Group Company)

- Served as the first and only in-house communications leader, launching the company from stealth mode and architecting 11 Main's comprehensive communications strategy.
- Architected a high-performance launch campaign, successfully positioning newcomer 11 Main as a force and media darling against e-commerce heavyweights such as eBay, Amazon, and Etsy.
- Served as a key advisor and strategist to executive team as well as parent company, Alibaba's, counterparts, through the 11 Main's public launch and Alibaba's momentous IPO.
- Created and drove major, break-through public relations campaigns, setting measurable objectives for the communications function.
- Seamlessly implemented company-wide protocols and best practices in anticipation of crisis management.

JUL '12 - AUG '13

MOUNTAIN VIEW, CA

Senior Manager, Public Relations, IMVU, Inc.

- Established all public relations and social media programs for IMVU, leveraging IMVU's success in online social commerce, while raising awareness of IMVU's leadership in the social entertainment space.
- Instituted targeted evangelist outreach program, which aimed to educate select media on the current product offering, shift current perception of the product offering, position IMVU positively for future announcements, ultimately resulting in high-impact media coverage for IMVU.
- Created cohesive social media eco-system that communicated IMVU's corporate and brand messaging and identity.

SEPT '08 - JUL '12

FOSTER CITY, CA

Senior Specialist, Hardware, Sony Computer Entertainment (PlayStation)

- Drove robust media strategies and targeted campaigns for all PlayStation platforms globally – including, PlayStation 3, PlayStation Vita, PlayStation Move, PlayStation Portable (PSP), PlayStation 2 and Peripherals
- Lead mainstream consumer media and celebrity outreach, identifying strategic photo opportunities at major entertainment focused events – e.g. E3, Sundance, SXSW, Variety's Power of Youth, etc.
- Developed 360-social strategy and execution for all hardware-related announcements, becoming the first female on-camera spokesperson for the PlayStation Blog.

Career Highlights

Roku, Inc.

Completely transformed media response to Quibi acquisition, redefining Roku's status as a studio with Roku Originals. Built Roku's first in-house video practice and studio. Helped take Roku public. Helped establish Streaming Day as a celebrated holiday.

11 Main, Inc.

First and only communications hire, debuting an entirely new company and defining robust company and brand launch. Launched company through Alibaba's IPO.

PlayStation

First regular female spokesperson on the PlayStation Blog.

Language Proficiency

Tagalog

FLUENT

Spanish

BASIC

German

PURSuing
EDUCATION

Additional Experience

Edelman | San Mateo, CA

Account Executive, Asst. Acct. Exec.,
Acct. Associate
2005 - 2008

Tessera Technologies | San Jose, CA

Marketing Assistant
2004 - 2005