

Kathy Macaraeg

Full Biography

Kathy Macaraeg has provided public relations and marketing services to a variety of clients in industries ranging from luxury automotive to retail and consumer products. Macaraeg has worked at both large and small public relations firms, as well as an advertising agency, where she honed her skills in creating effective public relations programs that are fully integrated with existing marketing campaigns and messaging.

As a public relations consultant, Macaraeg has developed public relations programs and implemented campaigns for clients such as Beverly Center, Muse Communications, Bay Solar Power Design, Euphoria Loves RAWvolution, Canada Goose, Solavie and JAM Pilates Studio. Macaraeg has developed customized campaigns to meet client's specific needs—whether they needed a regional campaign to draw traffic to their storefront or a national strategy to develop brand recognition. Public relations elements have included developing corporate and press materials, tradeshow support, creating a speaker's bureau and supporting materials, designing and writing newsletters and web site copy, utilizing guerilla marketing tactics and establishing cross promotional relationships, building media lists and securing editorial coverage on behalf of clients.

But before branching out on her own, Macaraeg provided public relations services for luxury automotive brand, Lexus, while at Team One Advertising, the automaker's integrated marketing agency. Macaraeg was responsible for providing public relations counsel and creating campaigns for key brand initiatives such as the company's partnership with Pebble Beach properties, the luxury hotel partnership program, Paul McCartney US Tour, US Open sponsorship, Lexus Performance Driving School, Lexus Style in the Fast Lane Fashion shows at Pebble Beach Concours' de Elegance, sponsorships during New York's Fashion Week and several vehicle launches.

While at Team One, Macaraeg played an integral role in developing a public relations strategy and implementing a multi-year campaign for the launch of the RX 400h—the world's first hybrid SUV. The RX 400h launch generated more than 120 million media impressions. She also developed a lifestyle media test drive program and press kits to entice reporters to explore the Lexus brand. Macaraeg was successful in garnering coverage in key media outlets such as *Good Morning America*, *CNN*, *CNBC*, *Town & Country*, *InStyle*, *GQ: Gentlemen's Quarterly*, *Vogue*, *Departures*, *Cigar Aficionado*, *Maxim*, *Stuff*, *FHM*, *SmartMoney*, *Esquire*, *Details*, *Harper's Bazaar* and *Business Week*, to name a few. Macaraeg still provides public relations counsel and support for Team One and Lexus as a consultant.

Prior to joining Team One, Macaraeg served as an Account Supervisor at JMPR Public Relations, an automotive agency, where she led the agency's flagship accounts—Rolls Royce and Bentley Motors, Vespa Motor Scooters and Nakamichi America. Macaraeg developed publicity campaigns for multi-city grand openings for the Vespa Motor Scooter boutiques, as well as secured lifestyle media coverage of the cult brand's return to the U.S. after a 20 year departure. Macaraeg also developed and implemented a national test drive for Bentley Motors in anticipation of the brand's highly anticipated launch of the Bentley Coupe. In addition to client services, Macaraeg assisted the agency's owner in branding and creating marketing materials for the agency as well as developing policies and procedures to grow and develop the junior staff members.

But before returning to the automotive world, Macaraeg tried her hand at a global public relations agency. Macaraeg joined renowned agency Weber Shandwick Worldwide, where she served as an account executive on key agency accounts in the dot com space, as well as corporate client Initiative Media. Macaraeg developed her traditional public relations skills developing planning documents, press materials and new business presentations. Macaraeg also serviced Charmed Technology, a developer of wearable wireless computers. Public Relations support included booking media briefings with key technology reporters and analysts and publicizing the company's wearable wireless fashion shows at tradeshow across the country. The campaign generated more than 2 billion media impressions.

Before the luxury brands and event support, Macaraeg cut her teeth at a five-person public relations agency where she managed two of the agencies larger accounts. As account lead, Macaraeg planned and implemented campaigns to generate editorial coverage in key industry trade and consumer publications. Macaraeg also developed a public relations strategy for an industry trade show, where she was responsible for establishing cross marketing relationships, securing NASCAR drivers for on-site autograph signings and creating a racing apparel fashion show. The two year PR veteran increased media coverage by 50 percent, increased show exposure through partnership development by 20 percent and the show's overall attendance increased by 50 percent.

Macaraeg got her start as a marketing assistant for a well-known computer monitor brand where she supported the regional sales staff in prospecting and targeting new customers, as well as maintaining existing relationships. She developed her pitching skills and provided support for the company's public relations campaigns, including product testing at technology publications.

Kathy Macaraeg's marketing and business knowledge allow her to analyze a client's needs and develop a solid, strategic communications plan that realizes their publicity goals, while never losing sight of the overall business objectives. When she's not creating impactful public relations programs for her clients, Macaraeg enjoys traveling with her husband, playing with her dog and taking Tae Kwon Do and tennis lessons.