

# Ken Shallcross

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## PUBLIC RELATIONS | COMMUNICATIONS

**Media Strategy \* Media Relations \* Event Management \* Content Creation**

Entrepreneurial and effective leader with superb writing skills. Broad experience in all aspects of communications including community and brand building, serving as spokesperson, social media, writing & editing, and media outreach.

**Modern Architecture + Design Society (Modern Home Tours, LLC), NYC and Austin, TX** 2012 – Present  
*Media and events company that provides fans of architecture and design with hands-on tour experiences across North America. <https://mads.media>*

### Vice President, Media, Communications, and Events

Played a key role in launching business from initial concept - working alongside and reporting to CEO. Duties: Manage communications, public relations, media pitching, sales, partnerships, and logistics for national event series; create and execute public relations and communications campaigns for Agency clients.

#### Business Development

- Refined and redesigned the signature Modern Home Tour series and introduced new events that expanded revenues from the existing fan base by 50%, while attracting new customers.
- Accelerated ticket sales and revenue growth every year. Over 64,000 attendees have paid to attend events.
- Delivered over 125 events in 31 cities, showcasing nearly 1000 projects from over 700 different local architects, designers, landscapers, and builders.

#### Public and Media Relations

- Produced all press materials for all events and pitched local and regional media resulting in top tier (local) earned media placements and increased ticket sales/revenue. Secured substantial coverage for architects, designers, and builders, leading to a 70% rate of returning participants in annual events.
- Acted as point of contact for all media inquiries and as company spokesman for multiple print and radio interviews. Sought out and developed strategic local media partnerships and sponsorships, based on matching demographics that increased awareness and promoted individual events.

#### Community and Brand Building

- Created comprehensive database of residential architects, builders, interior designers, developers, real estate agents, and experts in the home building and design field in tour cities.
- Created a template and implemented a plan that streamlined outreach and all vendor/participant communications.
- Introduced an innovative program for staffing events, increasing relationships with key local organizations:
  - Led outreach to design schools, architecture foundations, and non-profits.
  - Enhanced these relationships with donations (exceeding \$100k) in exchange for event volunteers.
    - Received “Supporters of the Year” for 2022 from NW Rebuild in Portland, OR.
  - Managed, trained, and led all volunteer and staff teams to success for all events.

#### MA+DS AGENCY (also: Additional Revenue Generation During Covid-19)

Created the **MA+DS Agency** – an internal marketing and PR/media services agency for boutique architecture and design firms – to bring money into the company during the pandemic and supplement revenue throughout the year.

- Developed and executed customized media and public relations strategies to increase awareness and recognition of clients and their work by nearly 100%.
  - Secured editorial coverage in client-targeted local, regional, national, and international outlets.
  - Created content for client websites, including project summaries and narratives; spearheaded awards submissions to local and national architecture and design awards for clients.
- Created, produced, and hosted the Virtual Modern Home Tour series during the pandemic to generate income.
- Developed a blog series with full-length feature profiles of selected homes that were shared through social media and newsletters to keep fans engaged during lockdowns and shelter-in-place orders.

**Pandora Corp., (Remote), San Diego, CA***Software company with applications for protecting children on the Internet and data recovery***Director of Media and Public Relations**

Established and led public relations and communications for tech/software start-up to maximize awareness of products and increase revenue in product sales.

- Secured placements across all media to position software as a solution to the national problem of Internet Safety and monitoring child online activity.
  - Secured favorable reviews of our products on leading review-based websites.
  - Contributed dozens of articles on Internet Safety-related topics to free article-hosting websites.
- Created Pandora's Blog and authored daily posts to create additional web content referencing our software as a solution to Internet safety for parents/guardians.
- Created and executed the SAFE SCHOOLS donation program and provided over \$500,000 worth of software to 50 schools around the country.
- Secured placement of product flyers and fact sheets at local town Internet safety meetings, increasing sales and awareness of PC Pandora.
  - Developed a full Internet safety curriculum kit and distributed to schools, law enforcement, and community groups to educate and contribute to discussions of online safety in local communities.
- Created seller page on the Amazon.com marketplace, opening a new channel of and increasing revenue by 10%; supervised all sales activity and acted as customer liaison.

**DS Simon Productions, Inc., New York, NY***Broadcast media service specializing in satellite media tours, radio media tours, virtual events, and video news releases***Senior Manager, Satellite Media Broadcast Services**

Acted as lead advisor to clients on all broadcast services and projects. Oversaw full production and development of all satellite media tours, representing half of the company's clients.

- Generated new clients alongside sales team, increasing project numbers and revenue.
- Optimized the company's contracted worker strategy, increasing productivity and saving money.

**Senior Account Executive/Account Executive**

- Increased client coverage and exposure through deep media research and persistent pitching. Introduced a new approach to media outreach that resulted in greater overall success for each project.
- Counseled clients on story development using strongest possible news angles.
- Created a new system for project updates that optimized communications, transparency, and productivity.

**ADDITIONAL WRITING & EDITING EXPERIENCE****DVDFanatic, New York, NY***Online-based DVD and Blu-ray review website that generated hundreds of top product reviews. [www.DVDFanatic.com](http://www.DVDFanatic.com)***Content Editor and DVD reviewer**

Edited all website content and reviews and created a uniform style for the site.

- Authored almost 400 DVD reviews, focusing on A/V specs, bonus content, and packaging.
- Forged and maintained relationships with publicists from numerous production companies and distributors to ensure DVDFanatic received the most anticipated, high-profile new DVD and Blu-ray releases.

**Freelance Publicist, New York, NY**

2018 – present

*Took on clients by request to help with media relations, public relations, and communications.*

- Courtney Clark (professional speaker)
- Weird Homes Tour
- New York Portrait Company

**EDUCATION****B.A., Journalism with honors, University of Rhode Island, Kingston, RI**

Elective course emphasis in public relations, communications, and music