

Maris Callahan

Overview: Maris is a public relations and marketing professional who has led numerous successful media campaigns, social media and interactive marketing campaigns, new product launch events, store openings and more. Also a talented writer, frequent television guest and storyteller with a passion for food and lifestyle, Maris has a keen interest in helping companies tell their story and raise awareness to ultimately, meet sales and business goals. As a longtime blogger, Maris has developed strong contacts online and has additional experience developing cross-platform marketing programs using both new and traditional media channels.

Recent Experience:

Maris Callahan Public Relations & Marketing, Principal

Chicago, IL (December 2010 – present)

Recent Clients: Bonfire Wines, Reynolds Kitchens, Mazola Corn Oil, Silk Soymilk, Madhava Natural Sweeteners, Purely Fashion, SmartMom, Women Driving Excellence, POW! Fitness Chicago, Cory Vines Apparel.

- Lead a full-service, boutique public relations firm specializing in lifestyle public relations, social media, event planning & promotion and brand marketing.
- Develop and implement public relations & social media strategies that consistently garnered between five and 20 million media impressions for clients during 3-, 6- and 12-month campaigns.
- Lead media relations campaigns for clients that resulted in placements on Good Morning America, TODAY Show, New York Times, *Cooking Light*, *Food Network Magazine*, Apartment Therapy, Hungry-Girl.com and other national media.
- Grew start-up PurelyApp.com from 2,000 users to 12,000 users in under one year; grew start-up app SmartMom from 0 to 10,000 users in under six months.
- Develop highly targeted advertorial blogger campaigns to help clients achieve sales and business goals.
- Maintained average \$10-15K in monthly revenue; managed 4-6 person teams of freelancers and junior support staff.

Additional Experience:

Burson-Marsteller, Associate

Chicago, IL (April 2010 – January 2011)

Clients: Wheat Foods Council, Hormel Foods

- Wrote marketing strategies, communications plans, mat releases, press releases, pitch letters, youth educational materials for client programming, monthly reports.
- Developed/executed media strategies re: product announcements, campaigns & industry trends.
- Lead and managed blogger relationships on behalf of clients in the food, health and lifestyle arena.

Edelman Public Relations, Account Executive

New York, NY (February 2008 – March 2010)

Clients: Canon Inc, Barilla, Starbucks, Quaker Oats

- Wrote media strategies, pitch letters, press materials and reporting memos.
- Lead aggressive media outreach efforts for new product launches and brand announcements; secured placements in *Family Circle*, *Women's Health*, *Food Network Magazine*, *Good Housekeeping*, *Life & Style Weekly*, *Metropolitan Home*, and more.
- Served as day-to-day client manager; conduct daily media monitoring, reporting and tracking and deliver weekly

Lippe Taylor Brand Marketing, Associate Account Executive

New York, NY (July 2006 – February 2008)

Clients: American Signature Furniture, Curvation Apparel, Curvation Intimates, David's Bridal, Doncaster Fashions, *Olivia* Breast Health Products and Shaklee Corporation.

- Provided fundamental account support for media relations, communications strategy, event planning and more.
- Writing assignments included monthly media and account activity reports, fact sheets, seasonal press releases and media alerts, pitch letters to media.
- Assisted with new business development and outreach, assist in client budgeting, daily media monitoring, client correspondence and event planning/execution.

Editorial Experience:

Owner, InGoodTasteMag.com (May 2008 – present)

- Operate online food and lifestyle magazine, *In Good Taste*, which helps simplify cooking, dining and entertaining for busy professionals. Reach: 70,000-100,000 unique visitors per month (prior to April 2014 move to new URL).
- Write and research three to five weekly posts with original and adapted recipes, food trends, cooking tips and more.
- Edit and direct all editorial content on blog, including posts from approximately six contributing writers and additional regular guest posters.

Freelance Writer and Lifestyle Correspondent (May 2008 – present)

- Provided fundamental account support for media relations, communications strategy, event planning and more.
- Appear as a regular guest on local morning shows (including WCIU-TV, WGN-TV, CBS Chicago and more) as an expert on local restaurants, shopping, entertainment and more.
- Write articles and blog posts about food, cooking, home décor and design, nutrition, health and wellness for Blackboard Eats, Craft Magazine, FoxNews.com, Shape.com and SheKnows.com.
- Write recipes, culinary tips and cooking "how-to" for clients including Bisquick, GE Appliances, General Mills, Land O'Lakes, Panera Bread, Starbucks/Tazo Tea, et al.
- Have experience as food editor for several websites, including DietsInReview.com, myGloss.com and MyDailyFindChicago.com.

EDUCATION:

Bachelor of Arts in Communications and Creative Writing; May 2006

Susquehanna University, Selinsgrove, PA

LINKEDIN:

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CONTACT:

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