

# REBECCA STARKINS

MELBOURNE · LONDON · LOS ANGELES · NEW YORK

Rebecca Starkins is an award-winning communications leader with over 15 years in Strategic Communications, Public Relations, and Brand Strategy. As Executive Director of Communications and Strategic Initiatives, she boosted visibility by 40% in five years, driving 25% higher customer engagement and a 20% increase in competitive positioning. She is recognized for delivering strategic solutions that elevate organizational reputation. Rebecca is known for her clarity, consistency, and collaborative project execution from concept to completion in global arenas. Her versatility across sectors, paired with deep industry insight and creativity, allows her to build meaningful customer and stakeholder connections. Rebecca is an engaging storyteller and skilled spokesperson with national expertise in crisis management. With a strong track record of leading high-performing cross-functional teams and managing change, Rebecca is poised to advance her bold vision in her next career chapter.

## Experience

### **BHUSD, Beverly Hills, CA**

*Executive Director, Communications & Strategic Initiatives*

*February 2019 - Present*

Award-winning communications leader overseeing multiple departments, 700+ employees, and 10,000+ direct stakeholders

- Spearheaded comprehensive communications initiatives, media, and brand strategy, boosting visibility by 40% in five years, driving 25% higher customer engagement and a 20% increase in competitive positioning.
- Acted as primary spokesperson, building credibility and delivering messaging to internal and external audiences, demonstrating versatility and poise in high-pressure situations.
- Led 15+ high-impact marketing campaigns across digital and traditional channels, driving a 25% increase in customer engagement and achieving seamless brand alignment.
- Managed reputation and crisis communications, reducing negative press coverage by 60% through proactive media relations and crisis strategies.
- Cultivated national relationships with media, politicians, executives, influencers, and stakeholders, through strengthening cross-functional collaborations.

### **Little Makes Big, Melbourne, Australia/London/New York**

*Founder, Marketing, and Communications Director*

*January 2009 - January 2019*

- Founded and executed global corporate strategy for an international e-commerce startup, achieving 500% growth in brand recognition within key markets over five years.
- Created and implemented 20+ innovative marketing and communications campaigns across targeted channels, resulting in a 300% increase in customer acquisition and a 50% improvement in customer retention.
- Conducted comprehensive market analysis and customer insights research, driving product development strategies that increased sales by 75% over three years.
- Developed and maintained detailed brand guidelines and positioning statements, ensuring 100% consistency across all global touchpoints.
- Orchestrated influencer partnerships and PR strategies, securing international media coverage that reached over 10 million potential customers.

## Contact

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## Education

### **Bachelor of Commerce**

Swinburne University of Technology, Melbourne, Australia

*Major - Entrepreneurship and Innovation; Minor - Leadership*

## Philanthropy

Rotary International  
Cedars-Sinai Hospital  
Destiny Rescue  
Sacred Heart Mission  
The Royal Children's Hospital  
Operation Angel  
Life's Little Treasures

## Skills

Strategic Communications  
Crisis Management  
Brand Strategy  
Collaborative Leadership  
Project Management  
Creative Vision

## Alignment

Values-Driven  
Ambitious  
Dynamic  
Innovative  
Philanthropic  
Authentic