



Kristen Totaro

Media Relations and Advertising



Owner of Ramblin Media, a media relations and marketing advising firm. Also, publisher of the Tri-Town Focus, a monthly publication.

How long have you worked in Media Relations and Advertising?

I have been in the industry for 25 years.

Where do you currently work?

I work from my home office.

How do you spend most of your time at work?

- 1) Seeking businesses who want to grow and increase sales
- 2) Developing strategic marketing and advertising initiatives
- 3) Social media
- 4) Building relationships and networking

Why did you chose this career?

I fell into it.

What did you do to prepare for this career?

I gained experience in various marketing and advertising roles from working early on for great companies, such as Grey Advertising, Scholastic Inc., and American Express.

What do you enjoy most about your job?

Helping businesses grow and get results.

What do you find most challenging about your job?

Finding companies that want to invest and see the value in marketing.

What is one piece of advice you would give to a young person who is interested in your profession?

Start out at a great company and learn as much as you can.



KRISTEN'S FUN FACTS

I love music, and I'm a crazy Giants fan.



www.careercarnivalforkids.com

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