



KRISTEN GREEN

wedding publicist
+ pr educator

PUBLISHED & PRETTY



about kristen

Kristen is a publicist who fell in love with the wedding industry. After graduating with a degree in PR + Communications and having been trained in traditional public relations, she decided to apply her skills in an industry she was passionate about. A couple years into working with wedding pros, she noticed a painpoint many wedding photographers and planners were struggling with: attracting new clients, and more importantly, the right clients.

Often, vendors were too busy editing, shooting and making for a memorable client experience that they didn't have time to submit their weddings for publication. When the best way to attract clients is showcasing your beautiful work in popular wedding magazines and blogs, this is a problem. Kristen quickly came to the aid of her vendor friends and carved out a specific expertise within the wedding industry.

Now with 8+ years of wedding PR experience, she prides herself on becoming an integral part of her client's marketing process, allowing them to fully step away from styled shoot and real wedding submission activities to focus on other business aspects and the heart behind their work.

past speaking engagements

JEREMY CHOU WEDDING PHOTOGRAPHY WORKSHOP: Getting Published + Pretty With Wedding PR | Kristen shared how to capture a publication-worthy wedding and how to cull galleries and craft a story that sells your submission.

INDULGE CONFERENCE: Social Media & Marketing for Luxury Wedding Professionals | Kristen presented virtually via Join Me at Akeem Clayton's Indulge Conference, sharing about marketing/PR strategy for luxury wedding professionals.

THE PLANNER'S SUITE MIXER: 3 Easy PR Secrets | From what to do when you don't have a ton of weddings to submit, to places you're almost guaranteed to get published and using hashtags for PR, Kristen presented to new and up-and-coming wedding planners.

MAYBE TO YES WORKSHOP: How To Use PR To Attract Your Dream Client | Kristen covered planning styled shoots in an intentional way to attract target clients + secure PR placements to increase awareness, boost credibility + SEO power, and create social media content.

client press



Kristen loves to sit down and chat face-to-face with creatives. Whether at large workshops or intimate meet ups, she offers actionable takeaway tips and tailored content to help each business owner get seen by just the right audience. Is your wedding PR strategy lacking? Do you need a systemized way of getting your styled shoots and weddings published? Kristen can speak to a broad range of topics benefiting both those new to the wedding industry, as well as seasoned veterans.

future topic ideas

How to build a media list that will make you a go-to resource for wedding writers/editors

How to systematize the styled shoot/real wedding process + build a spreadsheet to stay organized

How to shoot a publication-worthy wedding so you never have to do a styled shoot again

How to use PR to appear busy + fill slow seasons

Creating a shot list that leads to an album couples + editors will love