

Kristina Teschner



A queer communications and media loving NYer obsessed with policy impact through storytelling.

Communications Director

Felicia Singh for NYC Council Campaign *December 2020 - November 30, 2021*

- Communications Director for this progressive campaign that expanded the electorate and made history when Felicia won the primary in District 32, Queens
- Crafted, managed and executed communications, digital and media strategy aligned with best practices and the candidate and campaign's goals
- Created processes for the department to communicate within itself and across the campaign
- Directed and ensured a cohesive campaign including high-quality visual brand and communications
- Prioritized accessibility through translating in multiple language and captioning videos (often in 3 languages but more depending on the communication)
- Prioritized inclusive language, ensuring policy and communications were not alienating to minoritized groups but instead safe and welcoming
- Provided feedback and edits on scripts and communication for field, fundraising, political, etc.

Traditional Comms

- Managed press operation
- Pitched stories and op-eds and coordinated interviews (there are over 200 articles and pieces about or including Felicia from her run)
- Developed relationships with reporters and editors
- Wrote and distributed media advisories and press releases (multiple press releases were published directly as articles)
- Strategized op-eds and oversaw the writing process and edited drafts (8 published op-eds)
- Wrote planned and rapid-response statements and quotes on behalf of candidate, electeds, organizations, and requested press corrections when needed
- Flagging relevant press
- Encouraged writing of letters to the editors by volunteers and gave feedback when requested
- Drafted mailer, palm card and letter communications, worked with candidate, designer and stakeholders on finalizing copy and content
- Strategized and oversaw press paid ad program in three languages including Spanish and Bangla print ads
- Strategized and executed TV ad program in three languages including Spanish and Bangla video ads
- Event/Candidate coverage

Digital

- Website (Squarespace)
 - Managed and updated website regularly
 - Ensured usability, value and visual appeal during website visits
 - Redesigned and added pages when needed
- Wrote weekly campaign newsletters (Mailchimp)
- Strategized and oversaw an impactful digital ad and google ad program

Social Media

- Managed, created and posted content across all social media platforms, curating for impactful storytelling (FB, IG, Twitter & YouTube)
- Strategized, wrote, filmed, edited and captioned numerous professional videos for the campaign
- Strategized and executed rollouts and campaigns like policy and fundraising
- Captured professional photography for campaign-wide use including press and printed materials and coordinated crowd-sourced photos through volunteers and staff
- Created graphics for social accounts and additional communication methods

Contact me at:

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Websites: kristinateschner.com / kidsonrocksproductions.com

Kristina Teschner



Additional Work Experience

Owner and Director

kids on rocks productions January 2016 - present

- Media and production company focused on policy impact and amplification of queer folks and minoritized groups
- Production, creative direction, digital strategy, social media content, videography, on-set direction, video editing and more
- Projects run the spectrum, including music videos, social media content, documentary, live events, digital campaigns and more
- Past clients include: Cabán for Queens District Attorney Campaign, Lesbians Who Tech, Center for Community Alternatives, Wine Enthusiast, VSStory, The 24 Hour Plays and more
- As owner and director, I operate every aspect of this business - from marketing to client acquisition to hiring freelancers as needed to posting on social media
- Roles on projects include director, project manager, producer, video editor, videographer, photographer, creative director, post-producer

Content Creator and Strategist

Cabán for Queens DA Campaign Dec - Feb 2019, June 2019

Strategizing, filming on the trail, editing videos and photos in moving cars, and captioning videos in makeshift offices for the months of the campaign launch and final month leading up to the election for social media, printed materials and press

- Photographs and footage were picked up in national publications and media outlets
 - The last video I strategized and made was retweeted 1.2k+ times, with over a million impressions views at that time.
 - Folks like Senator Elizabeth Warren, Alexandria Ocasio-Cortez, Ady Barkan, Cynthia Nixon, and John Legend shared videos
 - Launch of the campaign included involvement in foundational conversations around the visual identity of the campaign, collaboration on strategy, candidate media training, and translating messaging and candidate's story into compelling content
 - Collaborated on campaign launch and social media strategy that included a video from the first video shoot with the candidate which filmed and edited with 20K organic impressions on Facebook within the first week

Educational History

New York University

- 2001-2004
- Bachelor of Music - Vocal Performance, Musical Theatre

Movement School

- February 2021
- Building a Liveable Future (Youth Vote)

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CRIMINAL JUSTICE CAMPAIGNS AND ELECTIONS PROSECUTORS

Tiffany Cabán Just Might Pull This Off

On June 25, Queens residents could elect one of the most progressive DAs in history.

By [Ross Barkan](#)

JUNE 19, 2019



Tiffany Cabán. (Kristina Teschner / kids on rocks productions)



Alexandria Ocasio-Cortez @AOC · Jun 25, 2019

US House candidate, NY-14

Queens residents: Today is the day we vote for DA! 🗳️🇺🇸

Communities win when we turn out in high numbers. Let's get @CabanForQueens elected!

Have you voted yet? Check in here if you have & tell us how it went! 🗳️



From Tiffany Cabán

🗳️ 359

🔄 1.8K

❤️ 7.9K

