

Kenya M. King

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SENIOR DIGITAL COMMUNICATIONS AND MEDIA RELATIONS PROFESSIONAL

Highly-skilled and tenacious web development and communications professional. Proven leader with extensive experience in marketing, public relations, digital media and project management. Strong technical training and business skills enhanced by outstanding supervisory and project management abilities. Excellent work ethic, communication skills and critical-thinking skills. Prepared to apply dynamic skills to support the goals of an organization seeking a creative, resourceful, quality-driven team player.

Education

MPA, Public Administration	Valdosta State University	August 2009
BA, Journalism	Georgia State University	March 1998
Web Development Certificate	Georgia Institute of Technology	Anticipated 11/19
Marketing Research Certificate	University of Georgia	April 2015
Web Analytics & Search Engine Marketing	Emory University	May 2015
Project Management Certificate	Georgia State University	June 2014

Managerial and Financial Expertise

- Led diverse communications team in support of student academics and successful onboarding
- Supervised, evaluated, counseled administrative and marketing staff; managed marketing budget
- Developed new programs and campaigns based on identified metrics and benchmarks
- Led negotiation of vendor agreements for reduction of overhead, resulting in significant cost-savings
- Developed and wrote budget reports; ensured expenditures met budget requirements

Accomplishments

Wrote numerous award-winning submissions for statewide awards.

- CIO of the Year, Chief Information Officer – Georgia CIO Association, 2012
- Diversity Award Finalist, Chief Technology Officer – Technology Association of Georgia, 2014
- Chancellor's Bronze Award, IT Division, 2013
- Excalibur Awards Finalist – Visualization Wall – Technology Association of Georgia, 2011
- Chancellor's Gold Award – IT Help Center, 2007

WORK EXPERIENCE

Application/Web Development and Communications Manager Fulton County Government

2018 – 2019

- Lead and supervise centralized Fulton County web development team; serve on core leadership team and coordinate IT effort in redesign of new county website
- Spearhead communications for Information Technology department; implement marketing and digital communications for division
- Work Deputy CIOs to implement public relations and communications initiatives; write correspondence and marketing content
- Interim Program Project Manager for million dollar, high-profile project
- Write and edit press releases for distribution; contact for media inquiries
- Ensure branding implementation throughout division; oversee design of collateral materials
- Prioritize projects assigned; review service desk requests assigned to web team and provide advice and technical support
- Review and update content on county's SharePoint employee portal
- Maintain, support, and upgrade existing enterprise systems and applications by responding to reported user issues and concerns
- Provide status reports and updates to senior level management team; meet regularly with development team to gather application development issues for resolution

Marketing Manager and Public Relations Coordinator

2007 – 2018

Georgia State University, Instructional Innovation and Technology Division

- Promote campus technology through websites, media campaigns, electronic messages, video, print promotional materials, press releases, stories, social media and events
- Write strategic marketing plans for technology and research initiatives; develop and implement comprehensive communication plans for all major technology projects
- Plan and coordinate logistics for monthly events to promote technology services and initiatives
- Advise students during outreach events on academic resources, programs and registration
- Oversee marketing budget, technology fee proposals and marketing contract proposals
- Senior leadership team member responsible for setting policies for 150 to 200 IT employees
- Work with CIO and research staff to write case studies, speeches, talking points and briefs
- Represent division throughout university on designated committees and/or subgroups
- Develop training presentations and documentation; serve as spokesperson for employee orientations
- Lead and execute monthly IT outreach events to engage students, faculty and staff
- Develop electronic newsletters and disseminate to target audiences through email marketing system
- Write articles for online (AP Style) and update organizational website through CMS
- Develop and maintain social media calendar; monitor social media analytics
- Monitor web analytics for digital content; develop metrics for evaluation and outcome assessments
- Supervise marketing direct reports, assign workloads and track assignments
- Manage crisis communications; on-call 24-7 for emergencies; write campus-wide broadcast messages
- Conduct annual surveys and analysis; produce related survey reports

Marketing and Public Relations Coordinator**Georgia Perimeter College, Continuing and Corporate Education**

2001 – 2007

- Direct all marketing and public relations efforts for training and career programs; marketed a broad range of services and programs including technology, entertainment, business, enrichment and healthcare
- Recruit students to enroll in workforce development and non-credit certificate programs through the web, press releases, electronic messages, video, promotional collateral and events
- Advised students on career options and registration process
- Develop new career program concepts and promote entrepreneurship programs
- Initiate policies and procedures; perform needs assessments to determine marketing approach
- Manage marketing budget for print production and staffing
- Supervise marketing and administrative staff
- Wrote and disseminated articles, annual reports and press releases using Associated Press style
- Oversaw creative and media services including graphic design; manage printing and prepress production of catalogs
- Responsible for website content and maintenance
- Serve as liaison to local and national media, businesses and community leaders, faculty, staff, students and vendors for marketing or partnership opportunities
- Serve as chair of marketing and publications committees; coordinate special events

Technical Skills:

HTML, CSS, JavaScript, Microsoft Office Suite (MS Word, Excel, PowerPoint), iMovie, Adobe Creative Suite (InDesign, Illustrator, Photoshop, Dreamweaver), Salesforce Marketing Cloud, Google Analytics, WordPress, MailChimp, Hootsuite, Facebook, Instagram, Twitter

References available upon request.