

KELLY A. KING, APR

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KEY ACHIEVEMENTS



C-Suite Communicator

Served in an executive communications role for an elected official, the CEO of a Fortune 500 company, two non-profits, and a technology firm.



Communications Trailblazer

Established a dedicated communications function for the first time at two organizations.



Relationship-Builder

A natural connector who prospected and secured clients for a consulting business, and developed an ambassador program for a non-profit.



Successful Fundraiser

An integral part of the leadership team at a start-up non-profit which grew to over \$1 million in annual revenue.



Early Adopter

Selected by CEO to integrate AI at organization, and also assisted in developing an AI agent for a client. Managed RFP and implementation of first grant management software at a non-profit.



Public Affairs Wins

Advocacy work resulted in two federal legislative successes. Led a successful no-vote strategy for public comment at a county zoning hearing. Championed the adoption of a School Board proclamation for Childhood Cancer.

EXPERIENCE

Principal

Spoken Canopy Communications

📅 02/2025 - Present

- Consulting on branding, messaging, product design, influencer marketing, and investor presentations for an innovative start-up in the performance apparel industry.
- Served as interim External Affairs Manager for large, publicly traded hospitality company. Responsibilities included development of a new reputation management plan, messaging during business disruptions, implementing a new media monitoring tool, working with two New York-based PR agencies on media and investor communications, and assisting on new brand campaigns.

Director of Communications

Junior Achievement of Central Florida

📅 04/2024 - 01/2025

- Reported to the CEO and led the organization's communications and marketing efforts, including brand management, content creation, social media, email marketing, public relations, event management, and legislative affairs.
- Established a dedicated communications function at organization for the first time.
- Produced and wrote scripts for five three-minute videos utilized at the organization's largest annual fundraising event, including interviewing prominent community leaders.
- Launched marketing efforts for a first-time golf tournament fundraiser, netting over \$70k.

SUMMARY

A seasoned big-picture and entrepreneurial thinker with a superpower: translational communication. An expert at bridging the gap between vision or product and key stakeholders, utilizing primary skillsets of relationship-building, writing, and strategy. 24 years of experience executing across a wide variety of disciplines, including executive communications, fundraising, social media, branding, marketing, public affairs, media relations, crisis communications, and client management.

EDUCATION

Master of Science, Marketing Communications

📅 2000 - 2001

Florida State University

Bachelor of Science, Communication

📅 1997 - 2000

Florida State University

PERSONALITY

Gallup CliftonStrengths

Developer, Relator, Learner, Strategic, Empathy

Predictive Index (PI)

Collaborator

CERTIFICATION

Accredited in Public Relations (APR)

TRAINING / COURSES

AI 101

ModelMind AI

High Impact Presentations

Dale Carnegie

Winning at Relationship Selling

Dale Carnegie

INVOLVEMENT



Hepatoblastoma Community Group

Founding Member
Conference Committee, Speaker
and Breakout Facilitator

EXPERIENCE

Senior Aide to Elected Chairperson of School Board

Orange County Public Schools 12/2021 - 05/2024

- Worked one-on-one with the Board Chair to strategize, manage and execute sensitive written communications on her behalf.
- Work product included individual parent communications on topics such as student expulsion, bullying, enrollment and teacher concerns, as well as broader 'position paper' responses on teacher pay, controversial student issues and school violence.
- Assisted with conceptualizing, writing and editing talking points and speeches for both internal and external engagements.
- Fielded and responded to media requests, advised on strategy, and coordinated interviews as needed.
- Responsible for all research needs, including analyzing and summarizing statute, policy, legal cases and background on issues.
- Participated in all business meetings for the Office of the Chair and as necessary attended meetings and community events in her place.

Marketing Communications Consultant

Fulcrum Business Solutions 10/2007 - 11/2021

- Owned and operated an LLC offering strategic communication and marketing services to small and mid-size B2B clients.
- Performed contract consulting and project services for Knight Agency, Out Loud Social Media Marketing, &Barr, and Curley & Pynn Public Relations.
- Managed the award-winning branding, messaging, and marketing collateral for a software consulting company for 13 years.
- Served as project manager and copywriter for the complete re-design of a statewide professional association's website.

Program Director

Cannonball Kids' cancer 09/2017 - 07/2020

- Served on leadership team and functioned as a key storyteller and speaker, subject-matter expert, and donor liaison for fundraising events.
- Collaborated with global lobbying firm to regularly meet with legislators and advocate on Capitol Hill.
- Identified, developed, and maintained relationships with physicians and hospitals for research funding opportunities.
- Managed grant application, award, and tracking process, including oversight of external scientific advisory board.
- Participated in the creation of award-winning marketing campaigns and deliverables, as well as media interviews.

Communication Strategist

Curley & Pynn Public Relations 04/2006 - 11/2007

- Served in client-facing, account executive role on the management team at established local public relations firm.
- Major projects included a formal survey of 12,000 residents for a proposed referendum, the local launch of a new drug for a global pharmaceutical company, and an internal communications plan for the corporate acquisition of a family-owned business.

Senior Communication Specialist

Hughes Supply 09/2001 - 04/2006

- Served as writer for the CEO and mobilized corporate communications function which shaped how 7,500 employees received messages.
- Major projects included the management of an integrated marketing rewards program, serving as company liaison for title sponsorship of a professional golf tournament, and leading two print publications with an outside agency.

INVOLVEMENT

-  Florida Public Relations Association
Secretary (2009 - 2011)
V.P. of Accreditation (2008 - 2009)
V.P. of Membership (2006 - 2007)
Co-Chair Image Awards Event (2004 - 2006)
-  Mothers of Preschoolers
Chapter and Board Member (2011 - 2016)
-  Florida State University Flying High Circus
Performer (1997 - 2000)
Alumni Association Board Member (2010 - 2012)

SOFTWARE SKILLS

- Adobe Creative Suite
- Blackbaud CRM Canva Cision
- Givebutter Fundraising
- Google Workspace
- Meta Business Suite Microsoft Suite
- Monday.com Signal AI Slack
- Sprout Social