

RYAN KENNEDY

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Highly effective Public Relations Specialist with 5 years' experience creating and implementing informative and engaging communication. Adaptable and self-motivated with exceptional strengths in crisis communication, community relations, organizational branding, and social media engagement.

PROFESSIONAL EXPERIENCE

Associate Director of Communications

July 2023 - Present

Fulton County Government

Atlanta, Georgia

- Provide focus to and direction for Arton County's comprehensive communications strategy with a team of three fulltime staff, growing trust and maintaining positive relationships between the county government and its constituents.
- Established a positive reputation with the national media by coordinating and dispersing timely emergency services information to the public during Hurricane Idalia in August 2023.
- Developed and implemented an in-depth, hands-on training program to assist new staff respond consistently and professionally to inquiries from community stakeholders and media outlets.

Public Relations Supervisor

October 2018 - July 2023

Chandler County Government

Lawrenceville, Georgia

- Facilitated engagement with community stakeholders using social media platforms, including Facebook, Twitter, and Instagram, in addition to preparing and distributing media press releases for monthly activities and events with a team of five full-time staff and three interns.
- Proactively developed and implemented a crisis management strategy to assist staff navigate media inquiries and respond to concerns from community stakeholders.
- Managed an annual operating budget of \$350,000, overseeing expenditures for monthly events, promotional items, and staff professional development.
- Awarded Distinguished Employee of the Month in April 2020, for consistently maintaining calm during crisis.

EDUCATION

Master of Arts in Communications

December 2022

Syracuse University

Syracuse, New York

Bachelor of Arts in Journalism

May 2018

Webster University

St. Louis, Missouri

SKILLS

- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Adobe Publisher
- Constant Contact
- Mail Chimp
- WordPress
- Wild Apricot