

Kimberly D. Bracy

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To fulfill a passion for public service by leading a team of professionals that aggressively develops and promotes the goals and values of the City of Norfolk government through strategic communications, marketing, and media plans. To enhance engagement between the progressive City and its diverse residents by maximizing a toolkit of capable and experienced management skills in public relations, return-on-investment-oriented marketing, and promotional advertising.

QUALIFICATIONS & SKILLS

Event Coordination

- Liaising—in person, on the phone, by email—with administrators, donors, customers, and vendors
- Preparing and delivering client event proposals, timelines, budgets, brochures, and presentation materials
- Securing public and private sponsors
- Anticipating challenges and obstacles, using discretion and good judgment

Project Management

- Organizing and managing complex ongoing projects
- Collaborating with and delegating to co-workers
- Confident managing self and others

Financial Management

- Planning fundraising campaigns
- Cultivating, soliciting, and following up with prospective donors
- Tracking and documenting expenses; recording contracts and financial transactions
- Preparing purchase orders, check requests, accounts payable, expense /reimbursement forms, and event expenditures

Communication

- Preparing marketing materials for web and print
- Editing for clarity of expression, orderly composition, and proper use of English

Technology

- Word, Excel, PowerPoint, Access, Microsoft Publisher, Adobe Pagemaker, and InDesign
- Instagram, Facebook, Pinterest, Twitter, and WordPress

PROFESSIONAL EXPERIENCE

Public Relations Specialist/Clerk of the Board, 05-2019-Present

New Horizons Regional Education Centers, Hampton, VA

- Writes, designs, and produces all internal and external publications and content, including digital and print communications.
- Establishes and maintains positive relationships with news media at local, state, and national levels; maintains a media contact list and media coverage; answers news media queries and coordinates appropriate method/timing of responses; writes and edits public statements, media releases, and public reports involving the organization's activities, including sensitive/confidential issues
- Produces speeches/key messages for the Executive Director and schedules interviews with media outlets and public speaking engagements.
- Produces videos promoting the organization's services and announcements
- Manages the office's social media accounts, including Facebook, Twitter, and Instagram.
- Provides information to the media and public regarding New Horizons' programs, policies, procedures, or other issues in accordance with public records laws.
- Researches and identifies opportunities to promote organizational messaging, services, and achievements using news outlets, key constituencies, and other communications channels.
- Coordinates Annual Golf Classic to include promoting the event, securing sponsorships, and coordinating volunteers.
- Provides support to Leadership Team on internal/external communications, outreach and public affairs.
- Handles all correspondence for the Board of Trustees, Foundation Board, Advanced Technical Careers Council and Executive Committee.
- Serves as official recorder for all board meetings and prepares official minutes for all board meetings.

Public Relations Consultant, 10-2017 to Present

Bracy Consulting, Portsmouth, VA

- Develop key messages to showcase organizations as well as individual key messages for specific services for media opportunities and internal/external events.
- Advise and assist with distribution and of news releases.
- Manage social media content across platforms
- Create and manage Google Ads for clients.
- Schedule radio and tv appearances.
- Manage speaker's bureau for community on various services.
- Explore and develop partnerships with community organizations to increase exposure and grow business.
- Develop and foster relationship with local media.

Community Liaison/Marketing Specialist (part-time), 12-2016 to 4-2018

APM Spine and Sports Physicians, Norfolk, VA

- Promoted APM to the community and primary care physicians with a focus on regenerative medicine.
- Developed brochures, advertisements, and other marketing materials to highlight the staff and services.
- Monitored and updated social media content to include advertisements and weekly posts.

- Developed surveys and analyzed results for overall customer satisfaction.
- Led efforts to build referral resources for all physicians.

Corporate Communications Manager, 02-2005 to 07-2015

KapStone Paper and Packaging Corp. (formerly International Paper), Roanoke Rapids, NC

- Served as primary media spokesperson.
- Developed annual Mill Strategic Communication Planned as well as developed quarterly employee communications meetings.
- Updated and coordinated programming of internal television broadcasting system.
- Worked with regional Public Affairs Manager to foster relationship with elected officials.
- Oversaw KapStone's corporate giving efforts in local community.
- Designed and produced correspondence reports, spreadsheets, brochures, proposals, flyers, forms, presentations, and advertisements.
- Coordinated mentoring program for high school and college students for Public Relations and/or Human Resources Careers.
- Assisted with personnel recruitment, interviewing, hiring, and placement procedures.

Community Relations Manager, 04-1998 to 01-2005

Halifax Regional Medical Center, Roanoke Rapids, NC

- Functioned as primary media spokesperson and provided media training for hospital administration and management team.
- Served as liaison between hospital and community, assessing community's need for health education and support services, coordinating appropriate programs.
- Acted as Customer Service Manager, responding to and addressing customer comments, suggestions, and complaints.
- Published and edited weekly newsletter and bi-monthly community publication in addition to researching and identifying grant opportunities.
- Wrote speeches and prepped management team for public presentations.

Public Relations Coordinator, 05-1995 to 03-1998

GTE Wireless, aka Cellular One, Cary, NC

- Acted as key media spokesperson for Southeast area.
- Supervised relationship with local advertising agency, including conceptual planning, layout, and design process for various advertising campaigns.

Customer Care Representative, 01-1993 to 05-1995

GTE Wireless, aka Cellular One, Cary, NC

- Served as liaison between the company and customers in responding to customer inquiries, educating regarding billing, and troubleshooting equipment difficulties.
- Conducted rate plan analyses.

EDUCATION AND AWARDS

Master of Communication (Strategic Communication), May 2022 (Anticipated Graduation)

Regent University, Virginia Beach, VA

Bachelor of Arts in Public Relations, Minor in English, 1992

North Carolina Agricultural & Technical University, Greensboro, NC

- KapStone President's Award, 2013
- Chamber Ambassador of the Year, 2007
- Chamber Ambassador of the Month, 2001, 2002, 2003, 2004
- Daily Herald, Women in Business Edition, 2003
- Business Education Partner of the Year, 2002

AFFILIATIONS

Public Relations Society of America, 2019-Present
National School Public Relations Association, 2019-Present
Chesapeake Chapter of the National Schools Public Relations Association, 2019-Present

COMMUNITY INVOLVEMENT

Portsmouth Police Department Citizen's Academy, May 2017
DECA Competition Judge (Portsmouth Public Schools)-2016, 2017
Virginia Board of Elections, Voter Registration Training, 2015
Volunteer, Brighton Elementary School, 2015-Present
Volunteer, Parkview Elementary School, 2015-Present
Susan G. Komen, Triangle to Coast Affiliate, Board of Directors, 2013-2015
Halifax County Department of Social Services, Vice-Chair, 2010-2015
Halifax County Jury Commission, 2011-2015

REFERENCES

Available upon request.