

Kimberly D. Bracy

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Capable and experienced management professional with an emphasis on event planning, program coordination, and fundraising. Skilled at coordinating special events and gatherings, from leveraging key community relationships and securing local sponsors to managing event logistics, budgets, and materials production. Excels at time management, organization, and negotiation.

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*

Project Management

- *Organizing and managing complex ongoing projects*
- *Collaborating with and delegating to co-workers*

Financial Management

- *Planning fundraising campaigns*
- *Cultivating, soliciting, and following up with prospective donors*
- *Tracking and documenting expenses; recording contracts and financial transactions*

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, and Adobe InDesign*
- *Instagram, Facebook, Pinterest, Twitter, LinkedIn, and WordPress*
- *Google Analytics Certification*

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 social media accounts, including LinkedIn, 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, Virginia Beach, VA

- Develops key messages to showcase organizations as well as individual key messages for specific services for media opportunities and internal/external events.
- Advises and assists with the distribution of news releases.
- Manages social media content across platforms
- Creates and manages Google Ads for clients.
- Schedules radio and tv appearances.
- Manages speaker's bureau for the community on various services.
- Explores and develops partnerships with community organizations to increase exposure and grow business.
- Develops and fosters relationships 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 the primary media spokesperson.
- Developed annual Mill Strategic Communication Planned as well as developed quarterly employee communications meetings
- Updated and coordinated programming of the internal television broadcasting system
- Worked with regional Public Affairs Manager to foster relationships with elected officials
- Oversaw KapStone's corporate giving efforts in the 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 the 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 the key media spokesperson for the Southeast area
- Supervised the relationship with the 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), 2022

Regent University, Virginia Beach, VA

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

North Carolina Agricultural & Technical University, Greensboro, NC

- Connecting Communities Women's Leadership Award, 2023
- 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 PRIDE Festival, Media Manager, 2021-Present

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

Vice-Chair, Halifax County Department of Social Services, 2010-2015

Halifax County Jury Commission, 2011-2015