


# PORTIA KIRKLAND

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## MANAGEMENT STRENGTHS

Integrated marketing, campaign development, consumer marketing, business management, public relations, issues and crisis management, creative direction, project management, branding, media planning, video production, sponsorships, web content management, social media, and writing.

## PROFESSIONAL EXPERIENCE

### **Marketing Communications:**

Direct and improve internal and external communications and re-brand a large, diverse school district including 137 schools and 160+ languages spoken. Measure success through public opinion surveys, focus groups, community conversations, and social media and news media insights.

Drive multiple agencies such as Jackson Spalding, Porter Novelli, William Morris, and Creative Artists Agency on marketing and promotions including merchandising, digital assets, product placement, and sponsorship fulfillment.

Developed style standards guide and directed graphic designers and photographers on award-winning projects.

Directed cross-functional marketing and creative teams for major record labels selling over 30 million albums worldwide. Strategies led to Grammy Award for "Release Therapy" album.

Developed consumer marketing campaigns for television network, securing 16 million new DIRECTV subscribers, and 40 million consumers through demand building and local ad sales.

### **New Media/Digital Marketing:**

Created comprehensive content strategy across all digital properties leading to the first school district in metro Atlanta to receive Instagram verification.

Led social rebrand and developed student, family, and employee social media guidelines to support board policy, resulting in increased family engagement and social media awareness by 40%.

Collaborate with information technology team on developing a visually appealing and easy-to-navigate website and mobile app. Direct team on maintaining district website to surge SEO.

### **Public Relations:**

Drive school district media relations team and agency on public relations and issues and crisis management strategies to improve organization reputation, build trust, and increase employee recruitment.

Develop proactive public relations plans for school district including pitching newsworthy, positive content to media outlets and responding to an average of all 4 media inquiries a day in a timely fashion.

### **TV Production:**

Produce, direct, and edit video uplifting content. Manage video production team on audiovisual needs for school district events, graduations, TV tapings, live board meetings, and commercial and film shoots.

### **ABOUT ME:**

Dedicated integrated marketing and creative leader with expertise in media, music, education, entertainment, and television.

### **CONTACT:**

426 Carter Avenue SE  
Atlanta, GA 30317  
portiakirkland.com

### **EDUCATION:**

Fall 2023  
**University of West Alabama**  
Master of Arts:  
Integrated Marketing &  
Communications  
Livingston, AL

### **Fairleigh Dickinson University**

*Bachelor of Arts:*  
*Communications - Public  
Relations*  
Teaneck, NJ

### **Emory University**

*Dalton Professional  
Certification: social media*  
Atlanta, GA

### **AFFILIATIONS:**

- My Brother's Keeper
- Our Sister's Keeper
- GRAMMYS Atlanta Chapter
- Atlanta Homeless Mission
- Our House Foundation
- The King Center
- National School Public Relations Association
- Georgia School Public Relations Association

### **TECHNICAL PROFICIENCY/ CERTIFICATIONS:**

MailChimp, WordPress,  
Facebook, Twitter,  
Instagram, YouTube,  
LinkedIn, Pinterest,  
HubSpot, Google  
Analytics, Hootsuite, and  
Adobe Creative Suite

- Writer:** Craft marketing plans, news releases, speeches, strategic plans, annual reports, bios, ad copy, presentations, TV/radio scripts, online content, articles, and blog content.
- Leadership:** Hired, trained, mentored, and directed teams of 20+ direct reports in marketing, PR, branding, and promotions.
- Special Events:** Manage sponsorship fulfillment, budgeting, sound checks, catering, and set design for major award shows, concerts, fundraisers, launches, and press conferences.
- Financial:** Create, manage, and forecast marketing budgets of \$2.5M+.

## DETAILED WORK EXPERIENCE

- **Director of Communications/TV Producer** - *DeKalb County School District (DCSD)*, 2013 to Present
- **Marketing/PR Consultant** - *Asylum Records/Mizay/Warner Bros. Records* - 2009 to 2012
- **Director of Consumer Marketing** - *Gospel Music Channel/GMC/Aspire TV*-2007 to 2008
- **Director of Strategic Marketing** - *Island Def Jam/Universal Music Group* - 2002 to 2007

## ACCOMPLISHMENTS

- Marketing Director of 30+ million albums sold worldwide.
- Three Communicator Awards for DCSD's 100 Day Report, Communications Toolkit, and Wave Them Bows COVID-19 video in 2021.
- Three Telly Awards for Producer of "The Bridge," Pre-K Teacher of the Year documentary in 2020, and Wave Them Bows COVID-19 video in 2021.
- Seven National School Public Relations Association awards for My Brother's Keeper and Cyber Safety Day 2017, The Bridge TV series, National School Walkout Coverage, Just Post It Safely video 2019, Wave Them Bows COVID-19 video, and Communications Toolkit 2021.
- Four Georgia School Public Relations Association Awards: Social Media Strategy – Employee and Student Social Media Guidelines, Style Standards Handbook, and My Brother's Keeper Summit.
- Seven Aurora Awards for "The Bridge" and "I Love DeKalb Schools" marketing campaign and commercial.
- Directed President Barack Obama's initiative, My Brother's Keeper Summit (MBK DeKalb 2016 and 2017) for DCSD, securing 800 students and 200 families, which led to a Board of Education adopted resolution.
- Generated over \$100K for displaced Hurricane Katrina victims for The Ludacris Foundation and forged partnership with Runaway Switchboard and Greyhound Bus for at-risk youth.
- Negotiated and solidified partnerships between prominent global brands and recording artists generating \$20M+ in revenue. Brands included Nike, PUMA, Greyhound, Axe, XM Sirius Radio, Anheuser-Busch, Boost Mobile, New Era, iTunes, Sprite, and Dr. Pepper.