

**ABOUT ME:**

Dedicated marketer, storyteller, and creative leader passionate about helping others.

**CONTACT:**

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**EDUCATION:**

Fall 2023

**University of West Alabama**

Master of Arts: Marketing & Communications  
Livingston, AL

Yr. 1996

**Fairleigh Dickinson University**

Bachelor of Arts:  
Communications - Public Relations  
Teaneck, NJ

Yr. 2014

**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:**

Canva, Zoom, Mailchimp, WordPress, Facebook, X, Instagram, YouTube, LinkedIn, Pinterest, HubSpot, Google 4A, Hootsuite, Adobe Creative Suite, and Filestage.

# PORTIA KIRKLAND

**AREAS OF STRENGTHS**

Over 15+ years of experience leading comprehensive branding, creative direction, and marketing communications strategies—managing multidisciplinary teams and initiatives across campaign development, brand identity, reputation management, integrated marketing, public relations, graphic design, project management, media planning, sponsorships, web content, and social media.

**PROFESSIONAL EXPERIENCE****Brand Strategy & Management:**

Direct and coordinate the creation of marketing assets across communications channels, including web, social media, email, print, events, and strategic partnerships.

Collaborate cross-functionally to support ongoing marketing campaigns, ensuring timely delivery and high-quality execution of digital content, advertising, and promotional materials.

Spearhead the development, oversight, and continual refinement of school district's brand to ensure cohesive and consistent representation across all campaigns, materials, and communications.

Collaborate with school district Cabinet leadership to shape and articulate brand vision, positioning, and strategic objectives in alignment with district-wide goals.

Develop and enforce comprehensive brand standards and guidelines, ensuring consistent application by both internal teams and external creative partners.

**Marketing Communications:**

Direct internal and external communications for a large, diverse school district, including 137 schools and 160+ languages spoken.

Measure the effectiveness of internal and external communications by researching, analyzing, communicating, and evaluating audiences through public opinion surveys, focus groups, community conversations, and social media insights.

Direct graphic designers, videographers, content creators, and photographers on branding and style standards. Developed district-wide style standard guides and communications toolkit for 137 schools.

Served on the Cabinet Medical Advisory Board, strengthening key internal and external partnerships and strengthening a school district's public reputation during the COVID-19 pandemic crisis.

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

Directed cross-functional marketing and creative teams for major record labels (Universal Music Group, Warner Bros., LaFace Records, Island Def Jam Music Group, Interscope Records, and Atlantic Records), selling over 20 million albums worldwide.

**Digital Marketing:**

Developed student, family, and employee social media guidelines to support board policy, increasing family engagement and social media awareness by 40%.

Direct Finalsite partners, Communications, and IT teams to redesign a visually engaging, user-friendly district website and mobile app—improving SEO performance and ensuring full ADA accessibility compliance.



<b>Public Relations:</b>	Drive publicity and media relations teams on crisis management strategies to increase awareness and improve reputation and brand. Pitch newsworthy, positive content to media outlets and respond to all media inquiries in a timely fashion.
<b>Video Production:</b>	Manage video production team on audiovisual needs for school district events, graduations, TV tapings, live board meetings, and commercial and film shoots.  Develop and produce original, edu-tainment content for social and government television channels.
<b>Writer:</b>	Craft brand guidelines and strategy, marketing plans, news releases, speeches, strategic plans, annual reports, bios, ad copy, presentations, TV/radio scripts, online content, articles, and blog content.
<b>Leadership:</b>	Recruited, developed, and led cross-functional teams of 15+ professionals across marketing, PR, branding, project management, and graphic design—providing ongoing coaching, performance evaluations, and support to ensure high-quality, on-time deliverables.
<b>Special Events:</b>	Manage sponsorship fulfillment, budgeting, sound checks, catering, and set design for major award shows, concerts, fundraisers, launches, and press conferences.
<b>Financial:</b>	Led the development and management of marketing and communications budgets using zero-based budgeting principles—consistently aligning spend with strategic priorities and delivering initiatives on time and within budget.

**DETAILED WORK EXPERIENCE**

- **Director of Multimedia and Design** - *Atlanta Public Schools*, 2024 to Present
- **Director of Communications** - *DeKalb County School District*, 2013 to 2024
- **VP of 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**

- **Communicator Awards:** Earned seven awards for strategic communications and video content for DeKalb County School District and Atlanta Public Schools, including the 100 Day Report, Social Media Guidelines, and Brand Guidelines (2021–2025).
- **Telly Awards:** Received three awards for producing “The Bridge” TV series, Music Matters, and the “Wave Them Bows” COVID-19 video (2020–2024).
- **NSPRA & GSPRA Honors:** Recognized by National and Georgia School Public Relations Associations for excellence in event coverage, video production, and communications strategy, including “My Brother’s Keeper” Summit, Post It Safely video, and Social Media Guidelines.
- **Aurora Awards:** Awarded five Gold and two Platinum Aurora Awards for “The Bridge” series and the “I Love DeKalb Schools” campaign.
- **Leadership & Impact:** Directed the My Brother’s Keeper Summits (2016–2017), drawing over 1,000 attendees and resulting in a district-wide resolution and top honors from GSPRA.
- **Philanthropy:** Raised \$ 100 K+ for Hurricane Katrina relief through The Ludacris Foundation and secured vital resources for at-risk youth via partnerships with Runaway Switchboard and Greyhound.
- **Brand Partnerships:** Negotiated multi-million-dollar campaigns between global brands and recording artists, generating \$ 20 M+ in revenue with partners like Nike, Puma, XM Sirius Radio, Anheuser-Busch, and Sprite.