

PORTIA KIRKLAND- CLEMMONS

EDUCATION:

MA, Integrated Marketing –
University of West Alabama
(2023)

BA, Communications (PR) –
Fairleigh Dickinson University

CORE COMPETENCIES:

Strategic Communications |
Project & Workflow
Optimization | Cross-Channel
Campaigns | Data-Driven
Strategy & KPIs | Creative
Strategy | Digital Storytelling |
Team Leadership | Community
Relations | Video & Multimedia
| Brand Identity & Governance
Partnership Marketing | Cause
Campaigns | Corporate Social
Responsibility | Stakeholder
Stewardship | Integrated Brand
Campaigns | Sponsorship
Activation

TECHNICAL SKILLS:

Adobe Creative Suite | Canva |
SharePoint | PowerApps |
Filestage | WordPress | HubSpot
| Google Analytics | Hootsuite |
Social Media Platforms
| Monday.com | Outlook 365 |
Mailchimp | UX/UI | AI Tools

AFFILIATIONS:

The Recording Academy | The
King Center | NSPRA | GSPRA |
Our House Foundation

AREAS OF STRENGTHS

Award-winning communications and partnership marketing leader with 15+ years of experience building corporate and community partnerships, leading cross-functional teams, and developing integrated marketing strategies that drive revenue growth and measurable social impact.

PROFESSIONAL EXPERIENCE

Strategic Brand Leadership:

Directed and coordinated the creation of marketing assets across communications channels, including web, social media, email, print, events, and strategic partnerships, launching cross-channel campaigns and achieving a 15% increase in family engagement.

Collaborated cross-functionally with district divisions to develop and execute campaigns, including attendance and enrollment, targeting 95% on-time delivery and 100% brand compliance for all creative assets.

Reported directly to the Superintendent of Schools and served on the Cabinet, providing executive leadership in executing the district's strategic plan—driving brand vision, positioning, and long-term objectives across key departments, including Curriculum & Instruction, Operations, Legal, Information Technology (IT), Public Safety, and Human Resources.

Developed a comprehensive brand identity system—including brand statement, color palette, logos, and award-winning brand guidelines.

Marketing Communications & Equity-Driven Campaigns:

Directed internal and external communications for a large, diverse school district, including 137 schools, boosting stakeholder engagement by 40% and expanding multilingual outreach to families speaking 160+ languages through translated campaigns, multilingual media, and inclusive messaging.

Partnered with cross-functional teams to establish KPIs using tools like ThoughtExchange, surveys, focus groups, and listening sessions, ensuring marketing strategies align with business objectives and deliver measurable outcomes.

Drove a creative team of 10+ graphic designers, videographers, content creators, project managers, and photographers to produce over 150 branded assets annually, ensuring 100% compliance with style guidelines across all platforms.

Served on the Cabinet Medical Advisory Board with school district and medical team during the COVID-19 crisis, leading strategic communications that resulted in a 25% increase in stakeholder trust (as measured by parent/staff surveys).

Led partnership marketing efforts with Fortune 500 brands and nonprofits, aligning partner goals with organizational mission to drive awareness, engagement, and revenue growth.

Managed agency partnerships ... for campaign development, merchandising, digital assets, product placement, and sponsorship activations.

Digital Marketing:

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

Directed Finalsight 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.

Leadership:	Hired, developed, and led cross-functional teams of 15+ professionals across marketing, PR, branding, project management, video, and graphic design—providing ongoing coaching to staff and leaders, performance evaluations, and support to ensure high-quality, on-time deliverables.
Public Relations:	Directed publicity and media relations teams in executing crisis communication strategies that resulted in a 40% increase in favorable media coverage and a 25% improvement in brand sentiment. Pitched timely, newsworthy content to local and national outlets, achieving consistent placement in 15+ earned media features annually, while maintaining a 100% response rate to media inquiries within 24 hours. Served as strategic advisor to superintendents and executive leadership on public messaging, reputational risk, and crisis response.
Video Production:	Managed an award-winning video production team to deliver high-quality audiovisual support for over 50 district events annually, including graduations, live board meetings, and commercial/film shoots. Led the development and production of 20+ original edutainment programs, resulting in a 30% increase in family engagement and contributing to improved student achievement metrics across targeted initiatives. Produced and managed government access TV channel, and @dekalbschools YouTube channel, delivering 24/7 educational programming that promotes literacy, career readiness, and family support—featuring content such as alumni documentaries, Career, Technical, and Agricultural Education highlights, and system navigation tips—to inspire students, families, staff, and stakeholders.
Executive Writer:	Crafted 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.
Special Events:	Managed sponsorship fulfillment, budgeting, sound checks, catering, and set design for major award shows, concerts, fundraisers, launches, and press conferences.
Financial:	Led the development and management of marketing communications budgets using zero-based budgeting principles, consistently aligning spend with strategic priorities and delivering initiatives within budget.

DETAILED WORK EXPERIENCE

- **Director of Multimedia and Design** - Atlanta Public Schools, 2024 to 2025
- **Head of Communications (Director)** - 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 honors for strategic communications and video content, including brand and social media guidelines and the Superintendent's 100-Day Report.
- **Telly Awards:** Won four awards for original video series, including The Bridge and The Magical Library.
- **National and Georgia School Public Relations Association (NSPRA) & (GSPRA):** Recognized for excellence in event coverage and communications strategy, including the My Brother's Keeper Summit and Post It Safely.
- **Aurora Awards:** Received five Gold and two Platinum awards for The Bridge series and the I Love DeKalb Schools campaign.
- **Leadership:** Directed DeKalb-My Brother's Keeper Summit, drawing 800+ Black male student attendees.
- **Philanthropy:** Raised \$100K+ for Hurricane Katrina relief and secured resources for at-risk youth through national partnerships.
- **Brand Partnerships:** Led brand campaigns with Nike, Puma, XM Sirius, and Sprite, generating \$20M+ in revenue.