

# PORTIA KIRKLAND

Creative Director |  
Communications  
Strategist | Multimedia  
and Brand Leader

## CONTACT

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## EDUCATION

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

BA, Communications (PR) –  
Fairleigh Dickinson University

Certification, Social Media –  
Emory University

## CORE COMPETENCIES

Strategic Communications |  
Paid Media | Marketing  
Automation | Cross-Channel  
Campaigns | Executive  
Messaging | Creative Strategy  
| Digital Storytelling | Team  
Leadership | Media Planning  
| Video & Multimedia |  
Branding & Governance

## TECHNICAL SKILLS

Adobe Creative Suite | Canva  
| SharePoint | PowerApps |  
Filestage | WordPress |  
HubSpot | Google 4A |  
Hootsuite | Social Media  
Platforms | Monday | AI |  
Microsoft Office | UX/UI

## AFFILIATIONS

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

## SUMMARY

Award-winning brand and communications leader with 15+ years of experience driving integrated campaigns, brand strategy, and hands-on execution across consumer-facing and enterprise environments. Proven success partnering cross-functionally to uphold brand standards, guide creative development, and connect campaigns and content to measurable outcomes using KPIs. Known for blending strategic insight, executional rigor, and a digital-first mindset to strengthen brand consistency, relevance, and impact.

## PROFESSIONAL EXPERIENCE

Director of Multimedia & Design  
Atlanta Public Schools | 2024 – 2025

- Led internal creative, project management, and web teams in content strategy and development for 90+ schools and departments.
- Stewarded brand identity, executive messaging, and visual communications across intranet, digital signage, and leadership presentations.
- Reviewed and approved creative assets across campaigns, content, and digital experiences to ensure alignment with brand guidelines, messaging, and visual standards.
- Enforced brand guidelines across marketing materials and customer-facing touchpoints, partnering closely with creative and marketing teams.
- Partnered with IT and external vendors on UX/UI and SEO strategy for ADA-compliant website redesign, improving site traffic and audience experience.
- Orchestrated web redesign and multimedia campaigns across digital and social channels, leveraging KPIs and Google Analytics to optimize performance and engagement.

Director of Communications  
DeKalb County School District | 2013 – 2024

- Served as Head of Communications, leading internal and external communications strategy for 138 schools and business offices.
- Directed integrated communications across email, print, digital, and live channels, including newsletters, signage, huddles, and team events.
- Partnered with creative teams, agencies, and internal stakeholders to support campaign execution, launches, and go-to-market initiatives.
- Built a districtwide brand identity system, including logos, guidelines, and creative templates.
- Produced award-winning video and social content, launching 20+ TV and digital series that strengthened engagement and community trust.
- Executed district-wide digital campaigns, including paid social and newsletter automation, optimizing spend across platforms.
- Oversaw creative services spanning video production, broadcasting, social media, media relations, crisis communications, and marketing.

VP, Marketing/PR Consultant

Warner Bros. Records / Asylum / Mizay | 2009 – 2012

- Defined communications and branding strategy for national artist campaigns, foundations, and cross-promotional partnerships
- Aligned creative, marketing, and product stakeholders to support brand messaging, campaign launches, and creative approvals.
- Led internal teams and external agencies across creative, publicity, and digital to deliver integrated communications.
- Optimized multimedia campaigns across digital and social channels using KPIs and Google Analytics.
- Administered multi-million-dollar paid media budgets across search, display, and social, partnering with agencies to improve conversion performance.
- Produced on-site brand activations and live content capture, guiding press engagement and visual storytelling at major events.
- Secured high-visibility partnerships, product placements, and multimedia initiatives that elevated artist visibility and revenue.

Director, Consumer Marketing

Gospel Music Channel / Aspire TV | 2007 – 2008

- Launched audience engagement strategies through digital campaigns, signage, internal updates, and brand promotions.
- Managed agency partnerships and internal creative execution for cross-channel communications.
- Activated experiential marketing initiatives and developed sales presentations for upfronts and media partners.

Director, Strategic Marketing

Island Def Jam / Universal Music Group | 2002 – 2007

- Shaped executive messaging and brand positioning to support internal and external initiatives.
- Drove national and international marketing campaigns in collaboration with brands including Nike, Puma, XM Radio, AT&T, Dr Pepper, and Sprite.
- Cultivated partnerships with film studios and corporate partners to activate stakeholder communications.
- Led cross-functional teams spanning marketing, sales, A&R, digital and web, publicity, and video promotions.
- Generated \$20M+ in brand-driven revenue through strategic partnerships.

#### **AWARDS & HONORS**

- **7x Communicator Awards** – Campaigns, Video Content, Brand Guidelines
- **3x Telly Awards** – Visual Storytelling for Education and Culture
- **Aurora & NSPRA/GSPRA Awards** – Excellence in Communications Strategy and Engagement