



KRISTINE GLENN

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As an advertising agency and corporate communications leader, I am experienced in bringing together cross-departmental teams and developing trusted relationships with C-Suite executives. I have 20 years of public relations and marketing communications experience, including providing digital and social media services to billion-dollar brands. I founded Fat Cat Communications to provide executive-level PR and marketing consulting services to small and mid-size companies at an affordable rate. My arsenal of PR and marketing skills include:

SKILLS

- Analytical thinker paying fierce attention to detail
- Collaborator with design teams and developers
- Consensus builder across departments
- Empathetic leader and teammate
- Facilitator of executive-level meetings and presentations
- Performance evaluator of staff, agencies and vendors
- Researcher and selector of media outlets for PR, advertising, marketing promotions and sponsorships
- Creative thinker and accomplished copywriter
- Digital marketing supervisor, overseeing content marketing, email marketing, corporate web site content and blog posts
- CRM and CMS experience through Kentico and WordPress
- Social media manager experienced in developing community policies, managing UGC, working with influencers, as well as post creation and execution through Hootsuite and Sprout Social

PROFESSIONAL EXPERIENCE

NOVEMBER 2017 – PRESENT

PRINCIPAL COUNSELOR, FAT CAT COMMUNICATIONS

- Grow brand recognition and profits for fast-growing small and mid-size businesses through earned and paid media coverage in traditional, digital and social media outlets
- Work with the CEO and executive team to define strategic plans and goals for public relations, marketing and recruiting initiatives
- Build and manage public relations efforts, as well as digital and social media teams to support brand recognition, sales growth and employee recruitment and retention
- Research and select media outlets for PR, advertising, marketing promotions and sponsorships
- Measure campaign success, adjust to changing market conditions and manage budgets through quantitative and qualitative analyses
- Client highlight: Helping ServiceMaster on the Spot of Dayton and Cincinnati launch its first web site, social media properties and paid recruitment advertisements on Facebook and Twitter to fulfill immediate hiring needs

OCTOBER 2016 – NOVEMBER 2017

ACCOUNT DIRECTOR, LEADERSHIP TEAM MEMBER NORTHLICH

- Developed the public relations strategies and tactics for Frisch’s Big Boy Restaurants to attract a new generation of customers, including placing multiple feature stories in the Cincinnati Enquirer and on local television networks, as well as creating and securing National Tartar Sauce Day for the restaurant chain
- Built and managed the social media team supporting five Kroger Co. private label brands across multiple social media channels, creating monthly content calendars, searching for UGC content, leading influencer marketing campaigns, managing advertising budgets and posting and monitoring daily
- Led the public relations and social media launch of a new CPG business in the healthcare industry, securing national digital media placements in Women’s Health, Huffington Post and Prevention.com

MARCH 2012 – OCTOBER 2016

DIGITAL MARKETING AND CORPORATE COMMUNICATIONS MANAGER, TQL

- Led the development and implementation of the company’s first marketing automation system integrated with its proprietary customer relationship management software, vetting hundreds of thousands of contacts to provide marketing support and lead nurturing to the company’s more than 3,000 sales representatives
- Built the public relations department at TQL, writing policies and processes for media relations, social media, press releases, satellite office announcements, awards management and reputation management, in conjunction with TQL’s legal, finance and HR departments
- Grew TQL’s earned media coverage 132% to more than 650 earned media hits per year, including national coverage in Inc., Forbes and Fortune magazines, through a multitude of events and story pitches, spearheading a program of strategic press releases with state government officials and overseeing TQL’s extensive awards program
- Ensured TQL was telling a consistent, accurate story true to its brand by overseeing the copywriting and content production for a broad range of communications, corporate web site, social media channels, video scripts, marketing collateral, corporate blog, internal communications and more
- Vetted and managed all incoming media requests for both our CEO and President and prepared written responses or arranged events and speaking engagements as appropriate

MAY 1997

BACHELOR OF ARTS, XAVIER UNIVERSITY

Studied electronic media with a minor in economics

ACTIVITIES

I’m passionate about my faith and opportunities to bring empathy and love to those I serve in business and in life. I volunteer as an usher at Crossroads Eastside Church as well as an education committee and communications/social media volunteer for Impact 100. I am an active member of PRSA Cincinnati.