Kevin James Woodworth

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PROFESSIONAL SUMMARY

Currently, I am a public relations and communications professional with experience in media relations, advertising & marketing, award submissions, social media management, and digital content creation. Skilled in amplifying executive visibility, securing high-profile industry recognition, and producing engaging content across platforms. Recognised for securing the CEO of the Year at the PM360 ELITE Trailblazers Awards (2025) for my company's CEO and multiple industry award wins & finalist placements for industry clients.

WORK EXPERIENCE

CMI Media Group & Compas
Associate, Public Relations & Corporate Communications *Mar. 2025 - Nov. 2025*

- Drafted and edited press releases, bylines, thought leadership, and award nominations to amplify company achievements and executive visibility.
- Managed multi-platform social media presence (LinkedIn, X, Instagram, Facebook) and produced engaging digital content (Reels, BTS, event highlights, event/conference promotion) to drive audience engagement.
- Coordinate logistics for industry conferences/events, including speaker prep, briefing materials, and on-site communications.
- Compile quarterly PR and communications reports, tracking media coverage, campaign performance, and key metrics for leadership.
- Conduct competitive research, monitor media coverage, and provide insights to inform PR strategy.
- Track employee feedback and employer reputation trends (e.g., Glassdoor) to deliver actionable insights to leadership
- Collaborate cross-functionally to ensure message alignment across internal and external communications.
- **Spearheaded high-impact award submissions for the agency and executive leadership:**
- Secured the company CEO's *CEO of the Year* honor at the **PM360 ELITE Trailblazers Awards (2025)** and led successful submissions to top industry programs including the **MM+M Awards**, **MM+M 40 Under 40**, **US Search Awards** (earning **4× finalist placements**), **Search Engine Land Awards**, **Ad Age Healthcare Marketing Impact Awards**, and **MarCom Awards**, where the agency achieved **Gold Winner** status.
- Featured in the ***Healthcare Marketer's Exchange*** (June 2025 issue) for a published byline with a company director about her learnings at SXSW, a major industry event.

CMI Media Group & Compas
Public Relations Intern *Jan. 2025-Mar. 2025*

- Supported press material development, including pitches, releases, and newsletters.
- Assisted with media monitoring, industry trend tracking, and coverage reporting.
- Maintained media lists and research resources to support campaign execution.
- Contributed to social media content planning and cross-team coordination.

Woodworth Outdoor Services *Jun. 2021-Nov. 2024*
Foreman/Manager

- Managed daily operations, projects, and client communications.
- Developed and implemented social media marketing strategies to expand brand visibility and attract new clients.

Lancashire Hudson
Freelance Writer *Apr. 2024-Jul. 2024*

- Crafted hyperlinked news summaries for client-based news article company Lancashire Hudson.
- Researched and wrote engaging news articles on various current event topics for publishing clients.
- Collaborated with team members to ensure the timely delivery of high-quality content.

Lawn Doctor
Field Technician *Aug. 2023-Nov. 2023*

- Supported marketing efforts with promotional materials and customer communications.

IMS Transport
Rail Advisor *Feb. 2021-Nov. 2022*

- Managed domestic shipment tracking and ensured timely, accurate delivery of cargo.

EDUCATION

Kean University **Union, NJ**

Bachelor of Arts in Communication Studies *2021-2023*

Ocean County College *2018-2020*

Associate In Arts In Liberal Arts

Achievements And Organizations

- Kean PRSSA (2021-2022)
- Kean University Dean's List (2021, 2022)
- Kean Communications Club (2023)
- Lambda Pi Eta, National Communication Honor Society (2023)

SKILLS

Strong written and verbal communication. Experienced in coordinating and executing public relations campaigns. Proficient in developing social media strategies across platforms. Experienced in creating content, including blogs, videos, graphics, and advertisements. Experienced in drafting press releases, pitches, and media kits. Skilled at crafting compelling messaging tailored to specific audiences. Experienced in managing marketing calendars and campaigns to drive engagement and sales. Collaborative team player with excellent interpersonal communication. Experience working in fast-paced environments, adapting quickly to changing priorities.

• PR Writing & Media Relations
• Industry Award Submissions & Recognition Strategy
• Social Media Management (LinkedIn, X, Instagram, Facebook)
• Content Creation (Reels, Videos, Blogs, Graphics)
• Event Coordination & Conference Support
• Competitive Research & Industry Monitoring
• PR Reporting & Analytics (Profecient in Wordpress & Google Analytics)
• Cross-Team Collaboration & Messaging Alignment

RELEVANT PROJECTS

CMI Media Group

Healthcare Marketer's Exchange June Issue

- Interviewed the executive of my company's Innovation department on the future of Healthcare Marketing based on her experiences at SXSW
- Wrote and edited the interview into a byline, which was featured in the Healthcare Marketer's Exchange June 2025 issue

Kean University

Fast Break Diner | College PR Project

- Developed and executed a PR campaign to increase the diner's visibility and community engagement.
- Created press materials and social media content, presenting strategies for long-term marketing success.

The Arc of Ocean | College PR Project

- Collaborated on a PR campaign to promote The Arc of Ocean's mission and programs.
- Created press materials, social media content, and outreach strategies to enhance community visibility.
- Presented recommendations to support long-term public engagement.

College Film Projects | https://www.youtube.com/@kevinwoodworth4084

- Directed, produced, filmed, and edited various college projects, including ads, PSAs, news packages, and short films.
- Led production teams and handled all aspects of editing to deliver high-quality content.

Recreational Filmography | https://www.youtube.com/@kw00media

- Produced promotional videos for Woodworth Outdoor Services, showcasing landscaping projects to attract clients.
- Filmed and edited event highlights for local car clubs, capturing the culture of the automotive community.
- Created promotional content for local DJs, focusing on live performances and enhancing their brand visibility.