

Kevin James Woodworth

Jackson, NJ | [LinkedIn](#) | [Portfolio](#) | 732-330-7753 | kjwood1095@gmail.com

PROFESSIONAL SUMMARY

I like to describe myself as an outgoing & driven 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 multiple industry award wins & finalist placements for CMI Media Group, their employees, & respected industry clients.

WORK EXPERIENCE

CMI Media Group & Compass

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 for leadership, tracking media coverage, campaign performance, and key metrics.
- 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 alignment of messages 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 for the PM360 Trailblazer awards
- 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.

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
<i>Bachelor of Arts in Communication Studies</i>	<i>2021-2023</i>
Ocean County College	<i>2018-2020</i>
<i>Associate In Arts In Liberal Arts</i>	

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