

Kristine Glenn

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Corporate communications and public relations counselor with more than 20 years of experience

Public Relations and Corporate Communications Director, Fat Cat Communications, Cincinnati
Nov. 2017 – Present

Owner of public relations and marketing consultancy (Self-employed)

- Manage public relations outreach and monitoring for a multi-billion-dollar logistics company with more than 300 media hits per year in local, national, and logistics industry trade publications
- Support award and recognition efforts for logistics company including conducting stakeholder interviews, writing and editing the 36 page Fortune 100 Best Companies to Work For application in 2019 and 2020, and the 59-page application for client inclusion on the Gartner Magic Quadrant for Third-Party Logistics in North America in 2019
- Develop and execute public relations strategies and tactics for the largest ad agency in Kentucky, earning stories in *Pizza Marketing Quarterly*, *CMS Wire*, *Destination CRM*, *Courier-Journal*, *Louisville Business First*, and upcoming product placements in *Today* and *Gannett Newspapers*
- Provide marketing and public relations support for premier materials research laboratory, overseeing web site redevelopment and copywriting efforts, and securing stories and research in *Modern Machine Shop*, *Advanced Materials & Processes*, *Materials Performance*, and *Aerospace Manufacturing and Design*
- Directed the 2019 Cincinnati PRSA chapter's premier Media Day event with 80 attendees and 20 speakers, including the news directors from every Cincinnati television station, editors, and reporters from the Associated Press, *Cincinnati Enquirer*, *Business Courier*, Sesh Communications, and La Mega Media, Inc.
- Wrote and edited more than 400 pieces of content, including social media posts, blogs, email marketing copy, internal announcements, press releases, web site copy, and annual report articles across a wide variety of industries

Account Director, Northlich, Cincinnati
Oct. 2016 – Nov. 2017

Public relations and social media director for Cincinnati advertising agency (40+ employees)

- Managed the Frisch's Big Boy Restaurants public relations account, securing speaking opportunities for company executives and leading the team responsible for media coverage of new menu items, social videos, and creation of National Tartar Sauce Day
- Led the team of social media content managers supporting five Kroger Co. private label brands, creating monthly content calendars, searching for UGC content, coordinating with sales and marketing teams to support store promotions, and listening and engaging with consumers
- Led the public relations launch of a new CPG business in the health and wellness industry, securing media placements in publications such as *Women's Health*, *Huffington Post*, and *Prevention.com*

Digital Marketing and Corporate Communications Manager, TQL, Cincinnati
Mar. 2012 - Oct. 2016

Led public relations efforts for a multi-billion-dollar logistics company (5,000+ employees)

- Served as marketing project manager for the development of the company's first marketing automation platform integrated with a proprietary CRM to support 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, crisis communications, awards, and reputation management in conjunction with TQL's legal, finance, HR, and operations departments
- Grew TQL's earned media coverage 132% to more than 650 earned media hits per year, including national content in Inc., Forbes, and Fortune magazines and numerous high-profile events with state and local government officials
- Managed a team of four, including conducting performance evaluations, administering disciplinary action as appropriate, and building future leaders
- Supported communications for corporate executives, including messaging platform development, speech writing, presentation creation, media strategy and outreach, bylines, and internal communications
- Engaged with external stakeholders, such as economic development organizations, local representatives, state governors, and trade organizations, to build TQL's reputation and manage risk
- Developed and maintained corporate messaging playbook to ensure consistency across communications

Freelancer, Kristine M. Glenn Communications, Cincinnati
Jan. 2004 – Mar. 2012

Marketing and copywriting freelance services (Self-employed)

- Managed marketing efforts for a top-producing real estate agent, Kathy M Bryant, Sibcy Cline Realtors
- Copywriting support for Total Quality Logistics, Tellus Web, Interbrand Communications, Ideas2Web, GenerationsRx, and Ellen DePodesta Communications

Sr. Account Executive, Dan Pinger Public Relations, Cincinnati
Nov. 2000 – Jan. 2004

B2B communications and public relations specialist (80+ employees)

- Provided on-site crisis communications support for Comair during the 2001 pilot strike and September 11 emergency

Copywriter, Millennium Marketing, Cincinnati 1998-2000

Associate Producer, FOX 19 WXIX-TV, Cincinnati 1997-1998

EDUCATION

Bachelor of Arts, Xavier University, Cincinnati 1997
Studied Electronic Media with a minor in Economics

SKILLS

Public Relations	Meltwater, Newsdesk, Cision, TV Eyes, PR Newswire, Business Wire
Social Media	Facebook, Twitter, Instagram, LinkedIn, Hootsuite, Sprout Social
Web	Google Analytics, CRM/CMS experience with WordPress, HubSpot, and Kentico
Other	Zoom, Slack, Microsoft Teams, Microsoft Word, PowerPoint, Excel

PORTFOLIO

<https://www.fatcatcommunications.com/en/portfolio>