

Kathleen (Kathie) B. Martin, APR
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Kathie B. Martin is a communications and public relations professional with a successful 34-year career. Her experience includes 30 years with a multi-state financial services company, two years with a highly respected specialty magazine publishing company and has served since 12/2005 as Assistant VP of Marketing for Alabama Public Television, the nation's first statewide educational network. Specific experience includes all phases of publication coordination and production including page design, copywriting and photography for four-color magazine and newsletters as well as executing communications plans at the corporate level. She has developed collateral, electronic material, communications/marketing plans, and advertising campaigns. She's known for ability to maximize communications results on a minimal budget. Kathie is also owner of a private business providing etiquette consulting services.

BUSINESS EXPERIENCE

Alabama Public Television, Birmingham, AL 2005-2009
Assistant VP of Marketing

- Initiated development and establishment of overall branding for network including print, Web, on-air and signage components.
- Serves as primary media contact for all areas of organization.
- Wrote overall Marketing Plan (and have begun implementation) to meet challenge of creating the image of APT as an educator as well as a broadcaster. Writes and implements additional marketing plans for other APT initiatives including new documentary premieres, new educational initiatives and special events held by organization.
- Oversee production of monthly viewer guide for members
- Outlined plans for establishment of agency speakers bureau and secured presentation training for members.
- Served as needed as on-air talent and voice talent, copywriter, etc.

Specific Accomplishments:

- Significantly increased media coverage of APT events/initiatives, including statewide television news and newspaper coverage as well as photo placement in *U.S.A. Today* of announcement of "PBSKids® Raising Readers" initiative at Alabama Public Television.
- Wrote graphics/style manual for usage companywide.

Hoffman Media, LLC, Birmingham, AL 2003 – 2005
Public Relations Director

- With full responsibility for company public relations activities for this growing specialty magazine publishing business with world-wide presence, oversaw publicity for launch of six magazines, acquisition of magazine publishing company, special events and overall awareness of company
- Developed internal communication plan for growing company including creation and production of monthly company newsletter
- Coordinated and managed speaker roster for Southern Lady Celebration events and other events as needed
- Maintained speakers' bureau for company
- Copywriting duties for magazines, Website, media kits and other projects as needed
- Coordinated and conducted focus group research on magazine titles and customer satisfaction with sewing catalog

Specific Accomplishments:

- Increased awareness of Hoffman Media through articles appearing in *The Birmingham News*, *Birmingham Post-Herald*, *Birmingham* magazine, *Birmingham Business Journal*, Magazine Launch.com, Folio:, PRMedia News, and numerous other local newspapers, and magazines.

The Etiquette School of Birmingham, Birmingham, AL 2003 – Present
Founder and President

- Business etiquette consultant for major area businesses, providing training on appropriate business attire, conduct, dining and networking skills, presenting a positive first impression, using proper business correspondence techniques and overall customer service skills that put the customer first. (Clients include Blue Cross/Blue Shield of Alabama, Luckie & Company, The Prism Group, LLC.)
- Etiquette training for children.
- Speaker for regional and local business and community organizations on a wide range of etiquette topics. (Past audiences include AAA/Alabama, The Red Hat Society Regional Convention, IABC/Birmingham, PRCA/Alabama, Nat'l Assn. of Women Accountants/Birmingham Chapter, Alabaster's Scott Library.)

Etiquette consultant for various media outlets (Past contacts include *The Birmingham News*, *Lipstick*, WDRC-AM 1360, WWCO-AM 1240, WSNG-AM 610, WWCO-AM in Hartford, Connecticut)

Regions Financial Corporation, Birmingham, AL

1984 – 2003

Corporate Communications Department

Director of Communications

- Supervised origination and production of internal and external corporate communications/ public relations for nine-state organization – managed budget of \$2 M across all media.
- Responsible for production of corporate annual report, corporate media relations, coordination of video presentations and review of all formal company correspondence
- Assigned projects and tracked results for internal communications department of three – seven employees including writers, graphic artists and administrative staff
- Oversaw advertising and collateral material production including brochures, statement stuffers, and corporate annual report

Significant Accomplishments:

- Planned, created and distributed corporate privacy policy
- Awarded two “Bravo Awards,” highest company recognition
- Successfully transitioned from an external to an in-house advertising agency, oversaw creative team
- Planned and coordinated corporate name changes and name changes of individual banks
- Developed corporate graphics manual and media handbook to insure consistent presentation of logo and image

First Alabama Bank of Birmingham, Birmingham, AL

1972 – 1984

Communications Officer, Corporate Marketing Department

- Supervised origination and production of internal and external corporate communications for statewide organization
- Created and coordinated company collateral materials including four-color magazine, production of monthly statement stuffers and advertising and product brochures
- Edited and produced company magazine (writing, photography, design and paste-up), produced customer newsletter, internal and external fliers, statement stuffers, brochures, audio visual presentations, and served as key contact for press on local and national levels
- Worked with ad agency to create program advertising campaign and ad placement
- Increased responsibilities from newsletter editor and writer to full responsibility for communications for the Birmingham bank through creativity, attention to detail and ability to manage multiple projects at one time

Significant Accomplishments:

- Installed desktop publishing system that moved company from manual design systems to current technology
- Produced monthly news videos for employees, developed employee suggestion program, created and analyzed two internal communications surveys
- Produced six tabloid newspapers and other print material in sponsorship of the Alabama Reunion Train
- Assisted in transition to regional communications department single-bank marketing department
- Produced company history presentation for Newcomen Society

EDUCATION, BACKGROUND & CERTIFICATIONS

- University of Alabama at Birmingham, Communications Studies with Journalism classes at Samford University; University of Central Florida, journalism and theater arts coursework
- Associate of Arts degree, Orlando Junior College, Orlando, FL

- Accredited Public Relations Professional (APR) from PRSA International (2002)
- Certified Etiquette Instructor, The American School of Protocol (2003/2005)
- Proficient in Microsoft Word, Excel, Quark Xpress, InDesign.

OUTSIDE ACTIVITIES/HONORS

- Past President and Current Board Member, Public Relations Society of America (PRSA)/Alabama Chapter
- Past President and Board Member, International Association of Business Communicators (IABC)/ Birmingham Chapter;
- Former board member, Birmingham Press Club
- Former Treasurer, Camden Ridge Neighborhood Association
- Gold Award for annual reports in MerComm international competition
- Addy Award recipient for internal publications from Birmingham Ad Club
- Received numerous awards from IABC/Birmingham for writing, design and overall publication quality
- Silver Quill Award from International Association of Business Communicators, District II