

KYLE MARTIN

Marketing & Communications Director

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Bringing brands to life through dynamic storytelling.

Communications leader with 20+ years of experience shaping brand narratives, advising executive leadership, and delivering measurable impact across higher education and nonprofit sectors.

PROFESSIONAL EXPERIENCE:

Director, Marketing and Communications

University of Central Florida, Division of Student Success and Well-Being | October 2023 - Present

- Serve as chief communications advisor to division leadership, crafting strategic messaging for students, staff, alumni, and donors.
- Lead division-wide communications planning, aligning messaging across publications, email campaigns, social media, and internal initiatives.
- Rebranded and relaunched the internal newsletter, boosting engagement to a 45% average open rate.
- Manage large-scale and targeted communications campaigns to 70,000+ students, offering leadership and vision from idea to implementation.
- Built and led multi-unit teams to translate leadership priorities into clear, coordinated communications strategies.

Director, Content Strategy + Interim Director, Marketing and Communications

University of Central Florida, College of Sciences | October 2018 - 2023

- Mentored and developed marketing team, strengthening skills, confidence, and overall team output.
- Directed quality control for all public-facing content, upholding brand consistency and editorial standards.
- Built and maintained a strategic content calendar to support key initiatives and enrollment goals.
- Adapted social media strategy to boost engagement and expand audience reach.
- Directed messaging strategy for a Day of Giving campaign that raised \$70K+ in 24 hours—a fundraising record for the college.

Marketing Manager

Healthy West Orange | 2018

- Created and maintained brand voice through daily social media content, email campaigns, and contests.
- Managed regular website updates and audits to keep content current and visually appealing.
- Designed and implemented email marketing campaigns to drive engagement.

Senior Content Strategist

Florida Polytechnic University | 2016 - 2018

- Wrote and produced stories that elevated the university's STEM profile and supported Advancement goals.
- Produced video content for research and student success features, managing both storytelling and production.
- Designed and led content calendar strategy, SEO updates, and email marketing for multiple key audiences.
- Proofread and edited all content for editorial and brand accuracy.

Marketing Associate

CNTV | 2015 - 2016

- Wrote SEO-optimized website copy for relaunch project.
- Built and executed social media calendars and external communications.

Content Specialist

Wounded Warrior Project | 2012 - 2015

- Wrote two Policy Agendas for Congress, telling veterans' stories in support of legislative advocacy.
- Oversaw publication and vendor coordination for two annual reports and a national magazine (grew from 27K to 80K circulation).
- Advised story selection for national advertising with partners like Brawny and Heinz.
- Managed \$1M communications budget and supervised freelance writers.
- Directed a team of 50+ veteran volunteers; created code of conduct and provided media training.
- Produced 16 videos shared with 2M+ Facebook followers; credited as producer for *Wounded: The Battle Back Home* (aired on MSNBC, later Netflix).

Staff Writer

Newspapers: Greenwood Commonwealth, Hernando Today, Augusta Chronicle | 2005 - 2012

- Reported, wrote, and edited daily stories on deadline.
- Conducted interviews and deep reporting for human interest, politics, and investigative features.

EDUCATION

2000 - 2004 | Mississippi College

B.A. in Communications/Journalism