

KYLE MARTIN

Marketing & Communications Director

706-449-4048

kyle.perryan.martin@gmail.com

Bringing vision and strategy to complex objectives.

Strategic communications executive with 20+ years leading institutional messaging, change communications, and brand systems across higher education and national nonprofits. Trusted advisor to senior leadership, architect of scalable communications infrastructure, and driver of measurable engagement and reputation growth.

PROFESSIONAL EXPERIENCE:

Director, Marketing and Communications

University of Central Florida, University Strategic Communications | 2025 - Present

- Develop and guide internal communications strategies that improve clarity, engagement, and adoption of university priorities among faculty and staff.
- Create enterprise toolkits, templates, and messaging frameworks that enable decentralized teams to communicate effectively while maintaining brand alignment.
- Identify communication gaps, risks, and opportunities; recommend strategies to improve reach, understanding, and stakeholder confidence.

Director, Marketing and Communications

University of Central Florida, Division of Student Success and Well-Being | Oct. 2023 - Oct. 2025

- Served as chief communications advisor to division leadership, shaping strategy and messaging for 700+ staff, 70,000 students, and external stakeholders, including alumni and donors.
- Led division-wide communications planning, aligning messaging across publications, email campaigns, social media, and internal initiatives.
- Developed cohesive internal communications that connect staff to mission through executive updates, division events, and department-level storytelling.
- Directed large-scale and segmented campaigns to students each semester, driving measurable gains in registration, retention, and resource engagement.
- Launched centralized email platform and governance model; directed 148+ campaigns reaching 400K+ and 54 targeted campaigns engaging 250K+
- Served as the division's communications lead, advising on rebrands, leading educational workshops, and representing the division in university-wide marketing and messaging initiatives.

Director, Content Strategy + Interim Director, Marketing and Communications

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

- Built and led a high-performing communications team, establishing clear standards, mentoring staff, and driving a culture of accountability, growth, and strategic impact.
- Served as final gatekeeper for all public-facing content, ensuring brand integrity, editorial rigor, and reputational risk management.
- Designed and operationalized a strategic content governance framework aligned to advancement priorities and college priorities.
- Repositioned the college's digital and social presence through data-informed strategy, expanding reach, engagement, and brand visibility.
- Led the messaging strategy for a record-setting Day of Giving, generating \$70K+ in 24 hours and setting a new benchmark for philanthropic engagement.

Marketing Manager

Healthy West Orange | 2018

- Established and governed a consistent brand voice across social, web, and email channels, ensuring alignment with nonprofit identity and audience growth.
- Directed ongoing website content strategy and audits to maintain accuracy, usability, and visual standards in support of engagement goals.
- Led end-to-end email marketing strategy—from planning and segmentation to performance analysis—to drive awareness, participation, and measurable engagement.

Senior Content Strategist

Florida Polytechnic University | 2016 - 2018

- Advanced the university's STEM reputation and fundraising priorities through strategic storytelling aligned to Advancement and enrollment goals.
- Led end-to-end production of research and student success video content, overseeing concept development, narrative strategy, and execution.
- Designed and operationalized a multi-channel content strategy, including editorial calendar governance, SEO optimization, and targeted email campaigns across key audiences.
- Provided editorial review and quality assurance, ensuring accuracy, consistency, and brand alignment across digital and print platforms.

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-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

- Produced award-winning, daily news coverage across three regional publications, mastering deadline discipline, audience-focused writing, and editorial standards.
- Led deep-reporting features across human interest, politics, and investigations, building expertise in complex storytelling and stakeholder trust.

EDUCATION

2000 - 2004 | Mississippi College

B.A. in Communications/Journalism