

Brenda Poor

Shawnee, KS

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Professional Summary

Marketing, Communications and Media Relations Leader

Accomplished leader with extensive experience in marketing, communications, strategic planning, brand and advertising, crisis management, media relations, and best social media practices. Thrive on launching new initiatives and orchestrating projects from start to finish. Positive motivator and “go-to” person that delivers results.

- Solid experience in brand development, integration planning and execution
- Expertise in content creation and media pitching
- Leader with clear direction, attention to detail and strong critical thinking skills
- Strong knowledge of market research and research skills
- Excellent interpersonal skills, positive motivator, talent development, mentor
- Collaborating to influence positive and innovative change

Professional Experience

Communications Specialist

Lathrop GPM (formerly Lathrop Gage)

2017-March 2020

Member of Marketing/ Communications & Business Development team for one of the top five law firms in Kansas City. As of January 2020, support nearly 400 attorneys across 14 markets. Solely responsible for the firm’s communications strategy.

- Successfully revised advertising strategy to increase brand awareness, position attorneys as thought-leaders and gain greater return on investment for six-figure ad budget
- Responsible for creating and distributing of 3-5 press releases a month
- Developed, wrote and distributed weekly internal newsletter; grew open rate of newsletter
- Successfully pitched media coverage for attorneys and firm sponsored events
- Grew firm’s social media presence on Linked In, Twitter and Facebook
- Wrote more than two dozen award-winning submissions for attorneys and clients

YMCA of Greater Kansas City

2017

Marketing Associate

Provided part-time support for organization during administrative team transition for all greater Kansas City YMCA’s. Instrumental in supporting marketing and communications initiatives.

- Created content for and regularly updated website with current, accurate information for prospects, member and program participants. Included writing blogs, member profiles and staff bios
- Created press releases and pitched media for potential coverage on initiatives
- Maintained and updated CRM database, including proofing various marketing documents

Meredith Corporation-KCTV5, Fairway, KS**2002-2016**

Held key newsroom positions at the CBS affiliate in market #31. Promoted up due to strong leadership skills. Assistant News, 2006-2016; Managing Editor, 2003-2006; Assignment Editor, 2002-2003.

- Led staff of 70 in brand execution and content delivery on all platforms, including digital
- Successfully reduced overtime (OT) budget 40% with implementation of new SOP's and daily oversight. **Result:** first quarter OT decreased from \$55.5K+ to \$33.3K+ in second quarter
- Used brand filters and demographic knowledge to facilitate appropriate news coverage to target audiences and grow viewer preference
- Served in integral role in creation, strategy and execution of two brand roll-outs
- Provided strategic leadership on video licensing and rate plan. **Result:** increased revenue of \$14k (yearly average over 10-year period)
- Recruited talent for all positions with an eye for best fit for company's values, brand and image. Grew talent with training and mentoring. Kept contact with potential talent for future openings
- Identified new ways to expand brand recognition in community through outreach
- Created and administered new practices and systems for best work flow. Result: achieved competitive news coverage and better time management
- Initiated activities to lead team to ratings success through execution of station brand and strategic planning. **Result:** station ranked #1 rated newscast at 10 PM for first time in a decade
- Created and led numerous station special projects (e.g., Royals World Series parade, Plaza lighting, and Election coverage) from start to finish, coordinating with other departments for problem-free execution while projecting and staying on budget
- Negotiated reduced contract rate with Lexis Nexis; identified areas of excessive billing and trained staff on proper use of Lexis Nexis, resulting in monthly savings
- Led editorial meetings, determining assignments and responding to split-second operational needs. Molded assignment desk to be an aggressive and competitive force through new SOP's

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KCTV5 continued...

- Featured in local print story on KCTV5; recognized personally as "the second most important change at Channel 5" - i.e., the hiring decision made by the General Manager at that time

Education

Master of Arts – Integrated Marketing Communications, University of Kansas, Overland Park

Bachelor of Arts – Journalism, University of Kansas, Lawrence

Professional Development

Design Essentials Certificate, Johnson County Community College

Community Involvement

Bra Couture – Board Member

One Heart Mentoring Project - Communications Volunteer

Girl Scouts - Cookie Mom Volunteer

AYA Student Exchange Program – Host

Community LINC – Marketing Committee Member