

# Kevin Fritz

321.662.8191 [kevin@fritzcomm.com](mailto:kevin@fritzcomm.com) <http://fritzcomm.com>

Professional writer, editor and marketer, both print and online, who enjoys working with organizations that thrive on creativity, team processes, and passion in their beliefs.

## Experience

**Present: 9 years:** Fritz Communications, LLC, Orlando, FL

### President

- Research Assistant for Write Stuff Enterprises, LLC
- Freelance Writer for Orlando Health Brand Marketing
- Copy Editor/Writer Travel Guide to Florida and Dreamscapes Travel (Canadian-based)
- Consulting/Marketing for Florida Realtors
- Freelance journalist for Central Florida Lifestyle and Lake Mary Life
- Editor/Founder of *The Hestia Report*
- Freelance writer for real estate association publications
- Fiction Ghostwriter for [Catching a Miracle](#)
- Former Media Relations Rep – Trusted Source Consulting
- Former Editor-in-Chief – Stone Advisory Magazine
- Former Managing Editor – *YPO-WPO Today*
- Former Publisher and Managing Editor – *We Care* magazine
- Former Editor – *Orlando Homebuyer* magazine

**Past: 15 years:** Orlando Regional Realtor® Association (ORRA), Orlando, FL

### Vice President, Communications and Marketing

- Executive Editor of *Orlando Realtor®* and all association publications
- Established and managed eight-member Communications/Marketing Department
- Managed and created public/media relations, periodicals, marketing plans and collateral material for programs, products, and services
- Key Contact for all media
- Instrumental in creating a comprehensive new brand for the Association, including logo redesign, color schemes, signage, forms, templates, and business/community relationships
- Established Partnership Program for ancillary industry businesses to fund programs, products and services raising \$750,000

**Past: 2 years:** Towing and Recovery Association of America (TRAA), Altamonte Springs, FL

### Director of Public Relations

- Managing Editor/Designer of *Towing News*
- Spearheaded precursor to AAA's Tow-to-Go program with anti-drunk driving campaign called T.O.W.E.D. (Towing Operators Working to Eliminate Drunk Driving). Tapped Billy Martin's (New York Yankee fame) widow Jill as spokesperson; garnered her an appearance on CBS This Morning on New Year's Eve.
- Presented American Society of Association Executives award for T.O.W.E.D.

- Served as TRAA Interim Executive Director and Executive Director of the Interstate Towing Association

**Past: 3 years**-Special Editions Publishing, Winter Park, FL

### **Managing Editor**

- Editor/Reporter/Designer for *The Association Executive*
- Editor/Writer of Membership Directories, Advertising Supplements, *Florida Citrus Bowl* program

### **Education**

#### **B.S. Journalism, Ohio University, Athens, OH**

- Radio/Television/Newspapers

### **Affiliations**

#### **Member**

- Get Active Orlando Advisory Board
- American Marketing Association
- Ohio University Alumni Association (Treasurer)

#### **Chair**

- Central Florida Society of Association Executives Public Affairs Committee (Past)
- National Association of Realtors® Communication Directors Committee (Past)

#### **Board of Directors**

- Central Florida Society of Association Executives (Past)
- American Marketing Association, Central Florida (Past)

### **Honors**

#### **Orlando Regional Realtor® Association**

- President's Award

#### **Florida Association of Realtors® Association**

- Board Achievement Award

#### **Central Florida Society of Association Executives**

- Communications Award of Excellence
- Chairman of the Year
- President's Award

#### **American Society of Association Executives**

- Associations Advance America

### **Personal Development**

- Accomplished writer and author; published the novel [Crossover](#)
- Ghost writer for the novel *Catching a Miracle*
- Novice acoustic guitar student