

Kevin Fritz

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Organizational messages to touching journalism. Media relations with results. Excelling in compelling web content, feature stories, ghost writing and travel pieces. Professional writer and editor, harboring articulate expressions, print and online.

Career Achievements: Published more than 300 newspaper and magazine articles, enjoying thirty-five continuous years of the written word. Served as Publisher of We Care, Copy Editor of Travel Guide to Florida, and a number of Managing Editor gigs.

Work Experience

Fritz Communications, LLC, Orlando, FL

Writer and President

2007-2017

Lake Mary Life, Oviedo-Winter Springs Life

- Vaulted to lead writer in short time span for top-notch interviewing skills and professional writing expertise

Hemophilia Foundation of Greater Florida

- Interviews for storytelling project boosts awareness of bleeding disorders community. Successful media relations causing stir in community

Write Stuff Enterprises, LLC

- Based on investigative research, wrote and edited 2,500 words bi-weekly telling the story of a local hospital's 100-year journey for a widely praised commemorative coffee-table book
- Traveled to Saudi Arabia to interview subjects and capture images for commemorative coffee-table book recognizing a city's 40th anniversary

Travel Guide to Florida and Dreamscapes Travel (Canadian-based)

- Expert copy editing and journalism produced award-winning 160-page travel guides, working strictly long distance via email and Skype

Lost to Live.com

- Produce influential and enthralling journalistic content rich in keywords for web page visitors to boost product sales

Marble.com, HouseTipsters.com, Slab Market.com and STONEandTilePROS.com

- Produce influential and enthralling journalistic content rich in keywords for web page visitors to boost product sales

Id Est Productions

- Writer and editor for Orlando-area marketing team of professionals. Fast, turn-key copy creation for websites, video scripts, magazine articles, social media postings and marketing collateral

Central Florida Lifestyle

- Heralded for flair of bringing local residents to life via freelance assignments

The Hestia Report

- Write and edit successful e-newsletter geared toward the house and the home to bring in business for Fritz Communications

Orlando Regional Realtor® Association, Orlando, FL

Vice President of Communications

1992-2007

- Executive Editor/Writer of *Orlando Realtor®* and all association publications
- Built from scratch eight-member Communications Department grew to a force so powerful, Realtors were brought to the table for the first time for city and county decision making
- Creative expertise led to award-winning and effective public/media relations efforts, 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

Towing & Recovery Association of America, Altamonte Springs, FL

Director of Public Relations

1990-1992

- Managing Editor/Designer of *Towing News*
- Spearheaded precursor to AAA's Tow-to-Go program with anti-drunk driving campaign dubbed 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 Interim Executive Director and Executive Director of the Interstate Towing Association

Special Editions Publishing, Winter Park, FL

Managing Editor

1987-1990

- Lead Editor/Reporter/Designer/Journalist for *The Association Executive* creating an avenue for top sales figures
- Lead Editor/Writer of *Florida Citrus Bowl* program put the company on the map at the annual New Year's Day football classic.

Education

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

Affiliations

Get Active Orlando Advisory Board
Ohio University Alumni Association (Treasurer)
Central Florida Society of Association Executives Public Affairs Committee (Chair)
National Association of Realtors® Communication Directors Committee (Chair)
Central Florida Society of Association Executives (BOD)

Personal Development

Accomplished author; published the novel [*Crossover*](#)
Fiction Ghostwriter, co-author of [*Catching a Miracle*](#)