Kevin Fritz

321.662.8191| kevin@fritzcomm.com | <http://fritzcomm.com>

Organizational messages to touching prose. 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**

Hemophilia Foundation of Greater Florida

* Storytelling project boosts awareness of bleeding disorders community. Successful handling of media relations for walks and events.

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

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

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

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

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

Central Florida Lifestyle

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

Lake Mary Life, Oviedo-Winter Springs Life

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

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 and Marketing**

**1992-2007**

* + - Executive Editor of *Orlando Realtor®* and all association publications
		- Built from scratch eight-member Communications/Marketing 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
		- Established Partnership Program for ancillary industry businesses to fund programs, products and services raising $750,000

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**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 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

American Marketing Association

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)

## American Marketing Association, Central Florida (BOD)

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# **Personal Development**

Accomplished author; published the novel [*Crossover*](http://www.amazon.com/Cross-Over-Kevin-Fritz/dp/1418496197)

Fiction Ghostwriter, co-author of [*Catching a Miracle*](http://www.catchingamiracle.com)