Kevin Fritz

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

Talented professional writer, editor and proofreader, print and online, excelling in feature stories, travel articles and compelling web content.

**Experience**

**Present: 10 years - Fritz Communications, LLC, Orlando, FL**

## Head Writer/President

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, created 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

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

The Hestia Report

* + - Brain-child for successful e-newsletter geared toward the house and the home to bring in business for Fritz Communications

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

## Vice President, Communications and Marketing

* + - 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

**Past: 2 years - Towing & 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 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 TRAA Interim Executive Director and Executive Director of the Interstate Towing Association

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

## Managing Editor

* 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

* 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)

## Boards

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

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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)*
* Novice acoustic guitar student