

Kathy Bedford-Harris

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Summary of Qualifications

- Public Information
- Consulting
- Project Management
- Television Sales and Digital Sales
- Marketing
- Event Planning

Professional Experience

June 2015 - Present **Carpe Diem Community Solutions** **Panama City, FL**

Public Information Associate **23rd Street Flyover Project**

- Provide front line communications for the Florida Department of Transportation 23rd Street Flyover project.
- Develop Project Manager (PM) and Public Information Officer (PIO) communications including press releases, newspaper ads, quarterly newsletters, and social media messaging.
- Maintain project Facebook and Instagram platforms.
- Produce educational videos about the 23rd Street Flyover construction phases.

July 2011 - March 2017 **WJHG Channel 7** **Panama City Beach, FL**

Moms Everyday Host/Digital Sales Director **Gray Television**

- Television interview host for WJHG's Moms Everyday 2-minute segments running Monday-Friday mornings during NBC's Today Show and CBS's Ellen Show. Wrote blogs for Momseveryday.com website.
- Created interesting interviews that both inform and educate viewers and turning them into a product that is uploaded to the momseveryday.com national website.
- Implemented digital sales campaigns for wjhg.com including inventory management, pricing and creative design.
- Prepared visual samples and background information materials needed for effective recommendations and appropriate advertising campaigns based on client requirements.

March 2008 - January 2011 **Fox 11 and MY 21 Television** **Reno, NV**

Senior Sales Account Executive **Cox Media Group**

- Managed and grew local and regional client accounts in addition to generating new business development. Clients include McDonald's, Les Schwab Tire Centers, Progressive Insurance, Men's Wearhouse, DaVita Dialysis, and several local casinos, lawyers, and small business owners. Recognized for achieving stellar sales record.
- Achieved and exceeded monthly new business budgets, digital web campaign goals and overall station budgets consistently. Grew account revenue \$244,000 year to year. Prior year's growth before my joining team was only \$35,000.
- Coordinated television and internet campaign media solutions including production of television commercials from creative concept to script approval to final on-air commercial; developed synergistic digital campaigns for foxreno.com.
- Increased sales for both station and clients by developing and maintaining a strong understanding and knowledge of client's products, industry and technologies, including competitive landscape

April 2005 - March 2008

Leadership Strategies

Atlanta, GA

Marketing Consultant/Specialist

- Developed and implemented initial marketing plan for national leader in facilitation services. Facilitated marketing initiatives for 6 U.S. cities and Australia. Efforts generated a 39% increase in public class attendance (16% revenue increase over previous year) and a 20% increase in private class bookings.
- Generated speaking engagements at targeted industry organizations to increase new business development. Responsible for initial inquiry, relationship development, booking and event coordination. Resulted in 16 engagements (75% increase over previous year).
- Coordinated print and web-based marketing efforts implementing defined strategic initiatives. Generated increased leads, sales, and identified vertical market opportunities.
- Wrote multi-level industry and product-related course description brochures targeting prospects. Executed newsletter campaigns including interviewing and writing client success stories and facilitator best practice articles.

March 1994 - April 2005 Bedford Communications

Atlanta, GA

Freelance Project Manager: Clients: Fahlgren Advertising, Singleton Seafood, Peachford Hospital, Tropical Garment, HEB Grocers

- Project Manager overseeing development and execution of marketing plans, media strategies, and on-site promotions for clientele. Maintained projects within given budget.
- *Tropical Garment Manufacturing Company*: Spearheaded logo design and implementation for Sonoma clothing line distributor.
- *Singleton Seafood, a division of ConAgra*: Produced detailed 4-color tri-fold brochures. Oversaw production, secured competitive estimates, and negotiated best buy for client including 4-color coupon placement in Sunday newspaper inserts (*Valassis Communications, Inc.*) Produced major trade show handouts.
- *HEB Grocery Stores (San Antonio TX)*: Produced tradeshow product catalogues including design, copywriting, layout, production, and distribution management.
- *Dynamic Golf Services*: Client Relationship Manager, marketed high-end designer golf apparel and accessories. Produced in-house catalogue and pricing sheets. Created brochures for major Las Vegas trade show.
- *Fahlgren Advertising*: Project Manager of numerous Requests for Proposals (RFP's). Hired as freelance Sr. Account Executive overseeing Sr. PGA golf tournament in Lexington, KY.

March 1988 - March 1994 Fahlgren Benito Advertising

Tampa, FL

Account Executive: Clients: Cadillac, The Tampa Tribune, GTE Communications, Jewel Osco grocery stores, ConAgra, Jack Nicklaus Development Corporation

- Project manager overseeing *Cadillac's* sponsorship of Senior PGA Golf Tournaments including on-site hospitality events, pro-am sponsorships, hole-in-one contests and direct mail campaigns. Television, radio, newspaper and magazine advertisement director.
- Project manager of *INDY 500 and BRICKYARD 400* promotions. Spearheaded professional racers to drive VIP customers on the INDY 500 racetrack at top speeds in Cadillac STS and Eldorado vehicles.
- *Jack Nicklaus Development Corporation*: Master-planned communities team partner. Produced 4-color brochures, newspaper/magazine ad placement, on-site photo shoots.
- *The Tampa Tribune*: Project Manager for advertising campaign including WYNF "Ron and Ron" on-air radio personality tie-in promotion.

Education

Oswego State University

Oswego, NY

Bachelor of Arts, Communications, Cum Laude

- Co-hosted *Oswego Sports Weekly* with ESPN's Steve Levy.