



Kristine Glenn

PUBLIC RELATIONS/
COMMUNICATIONS

Contact



1070 Holz Ave.
Cincinnati, Ohio 45230



kglen@fatcatcommunications.com



@kristinemglenn

About

For more than 20 years, I have helped B2B clients develop strategic PR plans to increase awareness and build credibility through earned media placements. I am skilled in writing, developing, and managing approvals and distributions of corporate press releases, pitching stories to national, local, and trade media, organizing media events for VIP visits and company milestones, identifying thought-leadership opportunities, writing case studies, spokesperson media training, and promoting community relations efforts.

Work Experience

Fat Cat Communications

Nov. 2017 – Present

Owner, Counselor

PR and Communications consultancy in Cincinnati.

- Developed and executed PR strategy to increase awareness and reputation of a growing North American media and marketing holding company and its venture brands from 2019–2022. Press releases increased from an average of 10 per year to 36 in 2021 and earned press mentions increased by 350% compared to years prior. Also provided PR counsel and support to multiple clients of this organization, including 5/3 Bank, Galen College of Nursing, and FHE Health.
 - Examples of placements: The New York Times, New York Post, CBS News Boston, NBC Sports, Fox 32 Chicago, CIO Magazine, Retail Insider, Columbus Business First, Innovations in Textiles, and many more.
- Led public relations efforts for the World Pickleball Tour in 2022, securing 101 print and broadcast stories in 12 markets for a potential reach of more than 105 million website visitors and an estimated broadcast ad value of \$76,044.
- Managed the B2B public relations activities for a surface enhancement engineering firm and materials research laboratory in Cincinnati, Ohio.
 - Examples of placements: Aerospace Manufacturing and Design, Aviation Maintenance, The Fabricator, Modern Machine Shop, Pipeline & Gas Journal, Power Magazine, Turbomachinery Magazine, and more.
- Developed and executed internal and external communications plans for several Cincinnati non-profit organizations undertaking major change initiatives, including rebranding, mergers, and operating model transformations.
- Partnered with the executive leadership team and Board of Directors to develop the strategic business plan and PR plan for a new Cincinnati non-profit organization.
- Experienced copywriter, creating content for annual reports, media training presentations, executive talking points, FAQs, press releases, case studies, presentations, speeches, videos, websites, social media, and much more.



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About, Continued

I am experienced in working with C-suite executives and internal stakeholders to build comprehensive internal and external communications plans to communicate strategic business decisions such as M&A, leadership changes, and new brand identities.

Additionally, I monitor, measure and report media coverage for multiple clients to inform future initiatives.

Work Experience, Continued

Northlich

Oct. 2016 – Nov. 2017

Account Director, Leadership Team

Northlich was a Cincinnati advertising agency.

- Managed Frisch's Big Boy Restaurants public relations account, securing speaking opportunities for company executives and leading the team responsible for media coverage of new menu items, social videos, and creation of National Tartar Sauce Day.
- Led the team of social media content managers supporting five Kroger Co. private label brands, creating monthly content calendars, searching for UGC content, coordinating with sales and marketing teams to support store promotions, and listening and engaging with consumers.
- Led the public relations launch of a new CPG business in the health and wellness industry, securing media placements in publications such as Women's Health, Huffington Post, and Prevention.com.

Total Quality Logistics

Mar. 2012 – Oct. 2016

Digital Marketing/Public Relations

TQL is a multi-billion-dollar logistics company.


- Established the first formal public relations department at TQL, writing policies and processes for media relations, social media, press releases, satellite office announcements, crisis communications, awards, and reputation management in conjunction with TQL's legal, finance, HR, and operations departments.
- Grew TQL's earned media coverage by 132% to more than 650 earned media hits per year, including national stories in Inc., Forbes, and Fortune magazines and numerous high-profile events with state and local government officials.
- Managed a team of four, including conducting performance evaluations, administering disciplinary action, and building future leaders.
- Engaged with internal and external stakeholders to build TQL's reputation and manage risk.
- Vetted and managed all incoming media requests for both the CEO and President, and prepared written responses or arranged interviews or speaking engagements as appropriate.





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Software Skills

Public Relations

Meltwater, Newsdesk, Cision,
TV Eyes, MuckRack, Most Wire
Distribution Services

Social Media

Facebook, Twitter, Instagram,
LinkedIn, Hootsuite, Sprout
Social

Web

Google Analytics, CRM/CMS
experience with WordPress,
HubSpot, and Kentico

Other

Microsoft Word, PowerPoint,
Excel, Teams, Zoom

Work Experience, Continued

- Because digital and social is such a significant part of public relations, I played a dual role as the public relations manager and digital marketing manager for the TQL marketing team for several years until the role was officially separated in March 2016.
- Served as digital marketing manager overseeing content marketing, email marketing, corporate website content, and blog posts.
- Led the development and implementation of TQL's first marketing automation system integrated with its proprietary customer relationship management system, working in conjunction with IT, HR, Prospecting, and Sales to determine how to clean and vet thousands of contact records to provide marketing support and lead nurturing to the company's more than 3,000 sales reps.

Self-employed freelancer	Jan. 2004 – Mar. 2012
Dan Pinger Public Relations	Nov. 2000 – Jan. 2004
Millennium Marketing	May 1998 – Nov. 2000
Fox 19, WXIX-TV	May 1997 – May 1998

Volunteer Experience

U.S. Air Force Academy Parents Club of SW Ohio, Treasurer	May 2021 – Present
Cincinnati PRSA Media Day, Chairperson	2019
Cincinnati PRSA Media Day, Committee Member	2018
Maddux PTO, Carnival Chair	2016 and 2017

Education

Xavier University, Cincinnati, Ohio
BA, Electronic Media with an Economics Minor

CEO & Executive Communications Certificate
training, The Communications Board