

# KYLE J. EARNEST, MBA

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## PROFILE

Accomplished professional with expertise in all aspects of corporate communications, public relations, marketing, and business development. Extensive experience in coordinating with marketing, advertising, and public relation agencies. Excellent research and analytical skills. Instrumental in implementing effective marketing strategies and policies. Skilled in dealing with government bodies and in interacting with senior management, customers, employees, and the media. Strong work ethic and superior interpersonal and communication skills; adept at establishing meaningful relationships. Looking to expand career scope and willing to relocate for the right opportunity.

## PROFESSIONAL EXPERIENCE

**XXXX Company Name XXXX**, Meridian, ID *Director, Corporate Communications*, 2006–Present

- Supervise eight professionals and manage all advertising, marketing strategy and execution, branding, annual reports, media and community relations, member communications, and market research.
- Redesigned new Web Site comprising of a total of 2500 pages.
- Conceptualized and implemented overall corporate branding, including the creation of a new corporate logo; revamped the company's advertising and marketing materials.
- Utilized changes in corporate strategy to create an entirely new wellness program.
- Instrumental in facilitating growth of sales in one product line from 0.03% to 25% and in improving customer satisfaction by 5% in a single year.
- Highly commended for work performed; received multiple awards.

**XXXX Company Name XXXX**, New York, NY *Asst. Vice President, Communications*, 2003–2006

- Handled media relations, legislative liaison, internal and external communications strategy, and investor relations support as the company spokesperson and member of the senior management Operating Committee.
- Executed the media roll-out of new products such as an American Express joint venture, online doctor visits, and interactive online personal health records.
- Established strong relationships with legislators and staff at federal and state levels.

**XXXX Company Name XXXX**, Camp Hill, PA 1982–2003

- Functioned as Director; Mid-Atlantic Public Relations, Corporate Development Director, Issues Analysis Manager, Media Relations Manager, and Internal Communications Project Manager over a tenure of 20 years.
- Initiated new company capabilities, and earned the trust and respect of all C-level executives.
- Interacted with national subsidiaries selling dental, vision, and life insurance.
- Developed communications programs between advertising and public relations agencies, analyzed public policy issues, and dealt with media strategy and relations.
- Coordinated crisis communications relating to the market split between Capital Blue Cross and Pennsylvania Blue Shield.
- Handled competitive intelligence gathering, marketing promotion, and entry into new markets.

*Corporate Development Director*, 1992–2000

- Provided support services to the Executive Vice President, Government Business and Corporate Communications.
- Managed a \$27 million budget and developed and executed communications programs, analyzed public policy issues, strategic planning, and government relations.
- Effected a 20% reduction in operational expenses through reengineering of Medicare Part B business.
- Handled communications on the merger/consolidation team; prepared materials for submission to the State Insurance Department and to the media.
- Made appearances before Congressional sub-committees, state legislative and gubernatorial committees, customer groups, and the media on technical and sensitive health care issues.
- Led proposal team to bid on state pharmaceutical program for the elderly.

*Issues Analysis Manager*, 1989–1992

- Organized teams to work on various internal issues and managed market research with a \$500K budget.

*Media Relations Manager*, 1984–1989

*Internal Communications Project Manager*, 1982–1984

- Wrote internal employee communications and news releases.

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### OTHER EXPERIENCE

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XXXX Company Name XXXX, Harrisburg, PA	<i>Advertising Copywriter</i> , 1982
XXXX Company Name XXXX, Lynchburg, VA	<i>Advertising Copywriter</i> , 1979
XXXX Company Name XXXX, Lynchburg, VA	<i>Public Relations Assistant</i> , 1978–1979
XXXX Media Name XXXX, Lynchburg, VA	<i>Newspaper Reporter</i> , 1976–1978

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### EDUCATION

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XXXX Name of the University XXXX	<i>Master of Business Administration</i> , 2000
XXXX Name of the University XXXX	<i>Bachelor of Arts in Philosophy and Theology</i> , 1975
XXXX name of the University (Certificate Course)	<i>Dealing with an Angry Public</i> , 1994

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### AFFILIATIONS AND ACCREDITATION

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APR: Accredited by the Public Relations Society of America (PRSA)  
Public Relations Society of America (PRSA), Past Chapter President, District Chair, Assembly Delegate; National Nominating Committee and 14-year Silver Anvil National Awards Judge; International Association of Business Communicators; National Gold Quill Judge, United Way of Pennsylvania Board of Directors, 1990–1995

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### COMMUNITY INVOLVMENT

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United Cerebral Palsy Public Relations Committee, Harrisburg Chapter, 1992–1996; East Pennsboro School District, Business Relations Committee, 1997–2003; XXXX Name of the University XXXX, Central Pennsylvania Chair, Alumni Interviewing Committee, 1993–2003; Strategic Planning Session Leader for Dauphin County Historical Society; Junior League of Harrisburg GoodWill Industries of Harrisburg

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### AWARDS

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- XXXX Fred Leuschner Award for Excellence in Public Relations; Central Pennsylvania Chapter of the Public Relations Society of America
- XXXX and XXXX Platinum, Gold, and Silver Awards; The MarCom Association for excellence in Marketing Communications and Annual Reports