

## KYLE J. EARNEST, MBA

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### PROFILE

**Corporate public relations and communications executive** with 20 years experience in marketing, communications and business strategy development and implementation. Specific strengths in:

- Delivering marketing strategies and communications that strengthen relationships and increase sales
- Managing marketing, advertising and public relations agency projects and relationships
- Presenting to the media, government hearings, senior management, customers, employees
- Analysis applied to sorting out difficult policy, financial and operational data issues, and developing solutions through communications programs
- Market, policy and employee opinion research
- Communicating the company's position as chief spokesperson
- Developing and managing staff for high quality performance and high morale

### PROFESSIONAL EXPERIENCE

#### **XXXX Company Name XXX, Meridian, Idaho**

**2006- Present**

*Director, Corporate Communications*

Manage staff of eight professionals conducting all external relations including advertising, marketing strategy and execution, branding, annual report, media relations, community relations, member communications, the Web and market research.

- Redesigned and implemented a new Web site consisting of 2500 pages
- Directed the creation of a new corporate logo, implemented total corporate branding
- Created an entirely new wellness program based on a change in corporate strategy
- Overhauled the company's advertising and marketing materials to make them cohesive and relevant
  - Sales growth one product line jumped from 0.03% the previous year to 25% the following year
- Won multiple awards for annual reports, sales collateral materials and member communications
- Improved customer satisfaction 5% in one year

#### **XXXX Company Name XXXX, New York, NY**

**2003 – 2006**

*Assistant Vice President, Communications*

Fortune 500 company spokesperson responsible for media relations, legislative liaison, internal and external communications strategy, and investor relations support. Member of senior management Operating Committee and an officer of the company.

- Implemented successful media roll-out of new products (American Express joint venture, online doctor visits, interactive online personal health record)
- Established strong relationships with legislators and staff at federal and state levels

**XXXX Company Name XXXX, Camp Hill, PA**

1982 – 2003

*Director, Mid-Atlantic Public Relations (2000 – 2003)*

*\$6 billion Blue Cross Blue Shield health insurance company with national subsidiaries selling dental, vision and life insurance*

Developed and executed external and internal communications programs, answered media inquiries, prepared analyses of public policy issues and prepared proactive and reactive media relations strategies. Directed a staff of five.

- As company spokesperson, directed internal and external crisis communication activities related to market split between Capital Blue Cross and Pennsylvania Blue Shield
- Directed marketing promotion and competitive intelligence gathering
- Developed and implemented strategic communications plans for entry into new markets.
- Directed marketing communications activities and assured continuity between advertising and public relations agencies.

*Corporate Development Director (1992 – 2000)*

Supported the Executive Vice President, Government Business and Corporate Communications, in development and execution of internal and external communications programs, analysis of public policy issues, strategic planning, government relations and unit strategic planning, with a \$27 million budget.

- Reengineered Medicare Part B business, with a 20% reduction in operational expenses
- Communications lead on merger/consolidation team and prepared materials for submission to state Insurance Department and to the media
- Created and led proposal team to bid on state pharmaceutical program for the elderly
- Conducted in-depth statewide survey on insurance status of Pennsylvanians
- Appeared before Congressional sub-committees, state legislative and gubernatorial committees, customer groups, the general public and the media on technical and sensitive health care issues.

*Issues Analysis Manager (1989 – 1992)*

Organized internal issues team, and managed market research function with \$500K budget.

*Media Relations Manager (1984 – 1989)*

Developed media relations department

*Internal Communications Project Manager (1982 – 1984)*

Wrote internal employee communications and news releases

**PRIOR EXPERIENCE**

**XXXX Company Name XXXX, Advertising Copywriter** Harrisburg, PA, 1982

**XXXX Company Name XXXX, Advertising Copywriter** Lynchburg, VA, 1979

**XXXX Company Name XXXX, Public Relations Assistant**, Lynchburg, VA, 1978 – 1979

**XXXX Media Name XXXX, Newspaper Reporter**, Lynchburg, VA, 1976 – 1978

## **EDUCATION**

MBA, Name of the University XXXX

BA, Philosophy and Theology, XXXX Name of the University XXXX

Certificate, Dealing with an Angry Public, XXXX Name of the University XXXX

## **AFFILIATIONS AND ACCREDITATION**

APR -- Accredited by Public Relations Society of America (PRSA)

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

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

## **Awards**

XXXX Fred Leuschner Award for Excellence in public relations from the Central Pennsylvania Chapter of the Public Relations Society of America

XXXX Platinum, Gold and Silver Awards from the MarCom Association for excellence in marketing communications and annual reports