

# Karla Shores

Fort Lauderdale/Miami, FL

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## Corporate Storyteller

Goal-driven Communications leader with demonstrated successes driving organization's reputation, vision, mission, and culture through public relations, marketing, and communications. Ensure consistent messaging to meet goals and objectives. Devise and execute strategies for digital marketing, communications, and advertising based on audience research.

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Public Relations  
Press Releases  
Corporate Newsletters  
Marketing & Advertising Copy

Corporate Responsibility  
Presentations  
Project Management  
Storytelling/Creative Writing

Copywriting  
Digital Communications  
Media Relations Training  
Social Media Engagement

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## Professional Experience

CITY OF PARKLAND, FL

**Communications Manager**, October 2022 – Present

Participates as a key player in the development and implementation of communication strategies and related messaging. Drafts articles for publication and prepares informational materials to be used in the City's external and internal communications. Participates in the management and development of content of all City websites and City-sponsored social media platforms. Responsible for writing news releases, engaging social media posts, articles for various applications, speeches, and disseminate information to the public. Handles communications function for City events and programs.

SAINT ANDREW'S SCHOOL, Boca Raton, FL

**Assistant Director of Marketing and Communications**, August 2021 – August 2022

Created and managed strategic long- and short-form communications for a premiere South Florida private school that increased brand loyalty. Helped design execution of the school's marketing plan and strategy. Managed internal communications for key stakeholders and executive leadership of Lower, Middle, and Upper School.

THE SEVEN HILLS SCHOOL, Cincinnati, OH

**Writer/Project Manager**, June 2013 – June 2021

Recruited to position to lead public relations and oversee vendor management for marketing activities conducted in print, online, and through broadcast media. Ensured high responsiveness from press releases and manage daily social media engagement to reflect school culture and mission.

- Author semi-monthly digital newsletter delivered to the school community as well as theme copy for two school magazines and the annual report.
- Provide photography services to capture and promote the school's curriculum, events, and lessons across two campuses that house 200 teachers and students from pre-school to high school.

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- Maintain consistent messaging in editorial and advertising copy.

PINE CREST PREPARATORY SCHOOL, Fort Lauderdale and Boca Raton, FL

**Director of Public Relations**, February 2011 – June 2013

Promoted as a result of outstanding performance in previous role to lead PR and develop engaging story telling strategies and messaging to promote the school. Demonstrated the school's vision, mission and culture through collaboration with teachers and students on blogs, articles, and other mediums.

- Oversaw all digital and print communications as the content editor and project manager.
- Supported senior leadership by preparing talking points speeches, press releases, presentations, and other materials as needed.
- Identified unique and high-yielding communications and PR opportunities and devised strategies and road maps.
- Served as point of contact and spokesperson during media events and inquiries.

**Director of Diversity**, June 2007 – June 2013

Led multi-cultural programs for students, teachers and staff and developed engaging community outreach projects to promote the school and provide educational opportunities for students.

- Collaborated with the school's administration and faculty leadership to incorporate diversity into the curriculum and lesson planning.
- Ensured cultural competency in all communications across both campuses (Ft. Lauderdale and Boca Raton). Led multicultural affairs committees on both campuses.

**Diversity Coordinator/Breakthrough High School Options Director**, June 2006 – January 2007

Managed a binary position focused on diversity and inclusion across two campuses as well as identifying and resolving issues affecting at-risk and underperforming students. Worked with leadership to create and implement multicultural programming outreach projects, and a school-wide survey for both campuses (3,000) students.

- Instrumental in turning around the performance of 10 at-risk middle school students by implementing new college preparatory programming.
- Authored curriculum for a Summertime Writer's Workshop.

SOUTH FLORIDA SUN-SENTINEL, Fort Lauderdale, FL

**Specialty Beat Reporter**, November 2002 – June 2006

Identified events and activities at charter school, private schools, voucher schools, and alternative education to develop engaging and dynamic stories for A-1 features in the South Florida Sun-Sentinel.

- Drove improvements in local charter schools by influencing government policy changes for schools that don't comply with state building codes.

**Municipal Reporter**, June 2001 – November 2002

Recruited to the paper to develop stories in the Oakland Park, Wilton Manors, and Lauderdale-by-the-Sea. Brought awareness and garnered recognition for writing a story on Harlem McBride, which is a historically black neighborhood greatly ignored for decades.

#### Early Career:

Grand Rapids Press, **K-12 Education Reporter/ Night General Assignment/Police Reporter**

South Bend Tribune, **Minority Affairs/Education/Municipal Reporter**

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## **Education**

**Master of Science, Global Strategic Communications**  
*Certificate in Conflict Resolution*

FLORIDA INTERNATIONAL UNIVERSITY – Miami, FL

*Certificate for Education Reporting*  
COLUMBIA UNIVERSITY HECHINGER INSTITUTE

**Bachelor of Science, Journalism, Journalism/Communications**

OHIO UNIVERSITY – Athens, OH

*Minor: African-American Studies*