

Kevin Fritz

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Organizational messages to touching journalism. Media relations with results. Excelling in compelling web content, feature stories, ghost writing and travel pieces. Professional writer and editor, harboring articulate expressions, print and online.

Career Achievements: Published more than 300 newspaper and magazine articles, enjoying 35 continuous years of writing. Served as VP of Communications for Orlando Realtor Association, Publisher of We Care, Copy Editor of Travel Guide to Florida, and for a number of Managing Editor gigs.

Work Experience

Fritz Communications, LLC, Orlando, FL

Writer and President

2007-2021

- Journalist penning more than 300 bylined articles utilizing top-notch interviewing skills for Lake Mary Life, Oviedo-Winter Springs Life, J-Life, Central Florida Lifestyle, First Monday, Orlando Arts and Connect
- Content Writer creating turn-key copy for websites, video scripts, magazine articles, social media postings and marketing collateral for Marble.com, HouseTipsters.com, Slab Market.com and STONEandTilePROS.com
- Media Relations expert assisting the Hemophilia Foundation of Greater Florida to boost awareness of the bleeding disorders community
- Travel Writer bringing the world to life through visual and virtual storytelling for Lost to Live.com and Dreamscapes Travel Magazine
- Copy Editor for the award-winning 160-page Travel Guide to Florida
- Combining proficient research skills with journalism to assist Write Stuff Enterprises in publishing coffee-table books commemorating milestones, including an Orlando hospital's 100th anniversary and the 40th anniversary of a city in Saudi Arabia
- High school sports reporter for FanVUU, an online portal
- Publisher of the travel blog Wander Round, The Hestia Report, an e-newsletter geared toward bringing in business for Fritz Communications, and We Care, a bi-monthly magazine for the caregiver community.

Orlando Regional Realtor® Association, Orlando, FL

Vice President of Communications & Marketing

1992-2007

- Heralded nationally for creativity as Executive Editor/Writer of *Orlando Realtor®* and all association publications

- Built from scratch eight-member Communications Department grew to a force so powerful, Realtors were brought to the table for the first time for city and county decision making
- Creative expertise led to award-winning and effective public/media relations efforts, and collateral material for programs, products and services
- Key Contact for all media
- Instrumental in creating a comprehensive new brand for the Association, including logo redesign, color schemes, signage, forms, templates, and business/community relationships

Towing & Recovery Association of America, Altamonte Springs, FL

Director of Public Relations

1990-1992

- Managing Editor/Designer of *Towing News*
- Spearheaded precursor to AAA's Tow-to-Go program with anti-drunk driving campaign dubbed T.O.W.E.D. (Towing Operators Working to Eliminate Drunk Driving). Tapped Billy Martin's (New York Yankee fame) widow Jill as spokesperson; garnered her an appearance on CBS This Morning on New Year's Eve
- Presented American Society of Association Executives award for T.O.W.E.D.

Special Editions Publishing, Winter Park, FL

Managing Editor

1987-1990

- Lead Editor/Reporter/Designer/Journalist for *The Association Executive* creating an avenue for top sales figures
- Lead Editor/Writer of *Florida Citrus Bowl* program put the company on the map at the annual New Year's Day football classic

Education

- B.S., Journalism, Ohio University, Athens, OH

Affiliations

- Get Active Orlando Advisory Board
- Ohio University Alumni Association
- Central Florida Society of Association Executives Public Affairs Committee (Chair)
- National Association of Realtors® Communication Directors Committee (Chair)

Personal Development

- Accomplished author; published the novel [*Crossover*](#)
- Fiction Ghostwriter, co-author of [*Catching a Miracle*](#)