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Education:

Western Carolina University MBA, 2011 | BS, Communication, 2007

Certifications:

Google Ads | Radio Marketing Professional

AVP, Communications and Marketing

Media Relations • Crisis Communications • Content Development

I am an award-winning journalist and broadcaster with 15+ years of experience in public relations, marketing and communications. I specialize in media strategy, brand development, thought leadership and executive positioning, with expertise in higher education, athletics, crisis management and fundraising communications.

Relevant Professional Experience

Explore Asheville

March 2025 – Present

Director of Public Relations

Brought on following Hurricane Helene, I helped lead Asheville's tourism recovery through a proactive public relations strategy. I managed Explore Asheville's involvement in a nationally televised Good Morning America broadcast that aired six months to the day after Helene made landfall. I secured TV placements in the key Charlotte market, developed a dynamic editorial calendar aligned with seasonal priorities and KPIs, and launched internal video capabilities for in-house story production.

Florida Gulf Coast University

Jan. 2018 – May 2024

Assistant VP, Marketing & Communications (2021-2024) | Director, Media & Public Relations (2018-2021)

I created and implemented a cohesive marcom content strategy that increased readership of the university's online news content, year over year, and tens of thousands of media placements valued at over \$100 million annually. I grew the team from 3 to 15 members, managing budgets and overseeing FGCU's magazine, university and athletic social media channels, media and public relations, marketing copywriting, photo and video, sports information, athletic streaming, and FGCU360.com. I led efforts to engage diverse student and community populations through strategic storytelling, targeted campaigns and owned media outlets for alumni and the community.

- Secured extensive media coverage, earning placements in CNN, Fortune, NBC, The Associated Press, Fox News and The New York Times, among others.
- Branded and co-founded The Water School, an environmental academic unit receiving significant state funding, including \$32 million in 2024.
- Developed strategic content for foundation board onboarding and fundraising events, the successful execution of Give Day and the comprehensive fundraising campaign, which exceeded its \$100 million goal.
- Led a redesign of FGCU360.com, enhancing the reader experience, increasing multimedia content and revamping the email newsletter.
- Partnered with legal counsel to develop FGCU's social media policy, initiated a crisis communication plan and served on the crisis committee, helping create a social media crisis alert system.
- Played a key role in selecting a new branding agency through an ITN process and collaborated on the launch of FGCU's new university logo and brand guide.
- Marketed the new FGCU president, securing op-eds, interviews with top media outlets, and a monthly presidential column while producing videos and written stories for institutional social media and print.

- Absorbed FGCU's athletics communications, streaming, video and photography, managing a \$250,000 budget, increasing the sports information team from two to five and expanding social media content.
- Overhauled FGCU's streaming capabilities, acquiring new production equipment and streaming 120+ Division I games in a single season for the first time.
- FGCU's social media engagement consistently ranked in the top five among Florida's state universities.

Warren Wilson College **Director of Media Relations**

June 2015 – Jan. 2018

Reporting to the president, I was the spokesperson, media liaison and internal communications strategist. I managed primary social media accounts, led a team of student videographers, led crisis communications and played a key role in emergency response planning.

- Managed editorial strategy for the college's award-winning alumni magazine and worked with UNC-TV to produce a documentary on The Swannanoa Gathering.
- Partnered with the president and VP of enrollment to develop and execute new admissions strategies, including a promotional PR and digital ad campaign, leading to a 71% increase in first-year enrollment.
- Managed the transition between two presidents, overseeing the institutional and media rollout.
- Designed and executed a live-streamed presidential introduction event covered by local media.
- Organized a Washington, D.C., media and legislative tour for the college president, securing meetings with Inside Higher Ed and NC legislators, resulting in increased institutional visibility and recognition.

Fox Television (WJZY Charlotte) **Journalist**

Jan. 2014 – Feb. 2015

As a one-man-band reporter, I shot, edited, produced and developed stories for Fox Charlotte, covering daily news across eight counties and award-winning NASCAR stories across 15 states.

The Porter Agency **Director of Public Relations**

Nov. 2012 – Jan. 2014

I led public relations efforts for a 1,700-employee medical center, overseeing media relations, social media, internal communications and community outreach while managing all written content.

Music Public Relations & Radio Experience

Extensive background in **radio programming, broadcasting, and music industry promotions.**

- **WNGZ-FM (Program Director, Oct. 2008 – Aug. 2010)** – Managed music and show programming while hosting a daily air shift and producing a specialty classic rock interview series featuring members of Aerosmith, The Rolling Stones, KISS, Lynyrd Skynyrd, and The Doors. Led the on-air team, developed written and audio web content, and partnered with third parties to create high-impact promotional campaigns.
- **WWCU-FM (Student General Manager, Jan. 2006 – Aug. 2008)** – Directed operations, programming, and underwriting for Western Carolina University's non-commercial radio station. Ensured FCC compliance, recruited and trained 70 volunteer staff members, led community outreach initiatives, and earned national recognition from the Broadcast Education Association. Created the artist interview series that would later continue at WNGZ-FM, featuring conversations with legendary figures in classic rock.
- **Rock and Roll Fantasy Camp (Aug. 2011 – May 2012)** – Secured \$400,000+ in radio promotions for Steven Tyler and Paul Stanley concerts.
- **Tommy James and the Shondells (Feb. 2008 – Aug. 2014)** – Managed album release and tour publicity, securing national and regional press placements, working with Simon & Schuster to promote Tommy's autobiography, and organizing master classes at NYU and Rutgers.
- **Underhill Rose (Aug. 2011 – Aug. 2014)** – Created a strategic marketing and business plan, leading successful Kickstarter campaigns and securing a top-20 ranking on the Americana Music Association chart.