

AVP, Strategic Communication and Public Relations

Storytelling • Marketing • Content Development • Media Relations

I am an award-winning journalist and broadcaster with 15+ years as a public relations and communications leader. I am an expert storyteller and media strategist who develops brands and creates cross-functional teams.

Relevant Professional Experience

Explore Asheville Director of Public Relations

Mar. 2025 – present

Reputation & Crisis Communications

Leveraging more than a decade of higher education communications leadership, I direct PR strategy for Asheville's destination marketing organization during a critical recovery period following Hurricane Helene, overseeing a three-person team and an external PR agency. I serve as Media Center Committee Chair for the inaugural Biltmore Championship Asheville, a PGA TOUR event returning to the city for the first time since 1942, leading celebrity outreach for the Pro-Am and securing media visits during event week.

Around the one-year Helene milestone, I directed a region-wide media center that evolved into a targeted pitching campaign and spearheaded Explore Asheville's support for Good Morning America's six-month and one-year milestone shows. In addition to a robust proactive pitching strategy, I launched an in-house video news gathering initiative producing broadcast-quality content aired on TV, radio and YouTube, including a commemorative video honoring Eric Church and Luke Combs' work with the city. I have also led or co-led press conferences for major announcements and events, including the PGA TOUR's return to Asheville.

Team Leadership & Cross-Divisional Collaboration

I strengthened the PR team's structure and accountability systems, promoted a coordinator into a manager role, and led the search and onboarding for her replacement. I deepened PR and Business Development collaboration, hosting Meetings Today's chief content officer for a feature resulting in a three-page print spread. I also helped activate the Afar magazine employee retreat as a partner storytelling opportunity that will result in a multi-episode podcast covering the city.

Intentional Career Break

May 2024 – Mar. 2025

A planned year-long break was shortened due to Hurricane Helene, and I decided to enter the local workforce to help my community recover.

Florida Gulf Coast University

Jan. 2018 – May 2024

Assistant V.P., Marketing & Communications (2021-2024)

Director, Media & Public Relations (2018-2021)

Strategic Leadership & Institutional Reputation

I created and implemented a cohesive marcom content strategy that delivered increased readership of the university's online news content, substantial growth in combined social media engagement (nearing 1 million year over year) and tens of thousands of news stories valued at over \$100 million yearly. This began with my overhaul of the positive media relations strategy, taking a thought-leadership approach that put FGCU faculty and students at the center of all kinds of stories. I also instituted media training, developed media relationships, and implemented measurement and reputational tools and an editorial calendar.

Working alongside academics and advancement, I was one of the marcom leaders who branded and founded The Water School, an environmental academic unit. The school quickly earned bipartisan support from state leaders and continues to receive sizable, direct state funding beyond the university's general allocation (ex., \$32M in '24).

Moreover, I engaged external partners to create a campuswide crisis comms plan and a social media crisis monitoring system. I also rewrote the campus social media policy alongside the legal team and served on the crisis communications team.



Vital information:

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15+ years of marcom experience ✓

Master's degree ✓

Public entity experience ✓

Data-driven communications strategist ✓

Media relations ✓

Crisis/issues management ✓

Integrated marketing ✓

Thought leadership ✓

Leadership platform development ✓

Proactive/reactive ✓

Internal communicator ✓

SEO/AEO/GEO ✓

Strategic content curator ✓

Print/web: news, features, blogs ✓

Broadcast: TV/radio ✓

Marketing: ad copy/plans ✓

Video: scripts, concepts

Social media ✓

Magazine managing editor ✓

Multi-platform writer ✓

Copyeditor ✓

Proofreader ✓

AP Style ✓

Old-school publicist ✓

Close reporter relationships ✓

"A nose for news" ✓

Media expert curator ✓

Professional, trusted, diplomatic ✓

Logical, reasonable, ethical ✓

Experienced spokesperson ✓

Former journalist ✓

Understands reporter workday ✓

Creates media-friendly atmosphere ✓

Media training ✓

Videographer and editor ✓

Western Carolina University degrees:

2011: Master, Business Administration

2007: Bachelor, Communication



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Executive & Presidential Communications

I worked with government and alumni relations to schedule a presidential tour of higher ed media in Washington, D.C., which elevated the brand to a national level. The president met with leaders of Inside Higher Ed and The Chronicle of Higher Education. He was the subject of a Chronicle video and wrote multiple op-eds published by Inside Higher Ed. I supplemented this work with regional placements. During COVID-19, the video team and I launched the president's popular video update on social media.

My role expanded with the new president. I created and executed a comprehensive media strategy, beginning with media training. I booked regular interviews with the most prominent television, radio, podcast, newspaper and business magazine journalists in the region. I also secured a monthly presidential newspaper column published in a region with strategic importance for fundraising. The team and I also produced videos and written stories for FGCU's online and print outlets, including video presidential updates.

Creative, Brand & Multimedia Strategy

Growing the team from 3 to 15 members, I was responsible for the FGCU magazine, university social media channels, media and public relations, marketing copywriting, photo and video and FGCU360.com. I led a redesign of FGCU360.com to increase multimedia content, SEO and readership. I directed creative concepts and scripts for brand video campaigns, work that fed the university's paid, earned and owned content. I also served on the RFP team that selected a new branding agency and launched the university's new logo and brand guide. FGCU's social media ranked in the top 5 of Florida's state universities for engagement.

As part of a university reorganization, athletics communications, social media, streaming, video and photo became my responsibility. I grew the sports information team from two to five, integrating it into FGCU's marcom department, and overhauled athletics' streaming capabilities by outfitting a new production trailer and securing new cameras for an arena and D1 fields. All volleyball, baseball, softball, basketball and soccer games were streamed (more than 120 broadcasts) for an entire season for the first time.

Warren Wilson College Director of Media Relations

June 2015 – Jan. 2018

Executive & Presidential Communications

Reporting to the president, I served as spokesperson and media liaison, with a tenure spanning the end of one presidency and the beginning of another. I handled proactive and reactive media relations for the outgoing president, including exclusive, embargoed interviews and national exposure, and wrote an op-ed on his behalf. For the incoming president, I designed a successful introduction event streamed live by local media, then led a regional and statewide media tour and created written and video pieces supporting her brand. An Inside Higher Ed meeting I organized in Washington, D.C., prompted a major story and additional mentions in outlets like The Wall Street Journal, and Inside Higher Ed later invited her to speak at a national conference.

Media Relations & Crisis Response

As an internal communication strategist, I managed primary social media accounts, led a team of student videographers, assessed risk and served as crisis communicator and emergency response team member. I was also managing editor and lead writer for the college's award-winning magazine, worked with UNC-TV to produce a documentary on the college's summer program, The Swannanoa Gathering, and led the media strategy for launching the NC Free admissions plan.

Fox Television Journalist

Jan. 2014 – Feb. 2015

As a "one-man-band" reporter, I shot, edited, produced and developed stories for a Charlotte TV station. I became a NASCAR journalist, reporting from 15 states and Washington, DC. My work was recognized by the National Motorsports Press Association.

The Porter Agency Public Relations Director

Nov. 2012 – Jan. 2014

My primary account was a 1,700-employee medical center in North Carolina. I led all agency PR aspects, including media relations, social media, community outreach and internal communication. I also wrote and edited newsletters, releases and articles.

Tommy James and the Shondells Publicity

Feb. 2008 – Aug. 2014

I worked on album release and tour publicity and developed the band's social media presence. I secured national and regional press placements, assisted Simon & Schuster in publicizing Tommy's autobiography and organized master classes at NYU and Rutgers.

Underhill Rose Publicist

Aug. 2011 – Aug. 2014

By building a marcom and business plan, I helped the group strengthen its image, expand its touring footprint and increase revenue. I publicized tours, led successful Kickstarter campaigns and served as a radio promoter (album reached 18 on the Americana chart).

Rock and Roll Fantasy Camp Radio Promotions

Aug. 2011 – May 2012

I secured promotions worth \$400,000 combined on US radio stations for concerts –Steven Tyler and Paul Stanley – in Los Angeles.

WNGZ-FM Program Director

Oct. 2008 – Aug. 2010

In addition to my duties as the station's music and show programmer, I hosted a daily air shift and a specialty classic rock interview series, managed the on-air team, created written and audio web content, and worked with the sales team to build promotions.