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## **Kevin Thomas McCarthy**

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**Dynamic Public Relations Professional. Creative, organized, and an exceptional writer and communicator.**

- 9 years communications field (internal/external)
- 8 years in media relations (press releases/news)
- 10+ years client services
- Community organizing and relationship building
- 8 years in marketing field
- Public relations and reputation management
- Volunteer organization and recruitment
- Seasoned public speaker and writer

### **Professional Accomplishments**

#### **Workiva Inc, Ames, IA. Director of Public Relations**

*May 2014-Present*

- Helped to seamlessly execute the company's name change from WebFilings to Workiva in 2014.
  - Served an integral role on the public relations and communications team during the Workiva Inc. Initial Public Offering (IPO). This involved producing a wide range of materials, including the S-1 public filing, several corporate videos, investor decks, and branding for the initial day of trading at the New York Stock Exchange. The materials also garnered a national award, numerous compliments from investors, more than five times the demand from investors for the available IPO shares, and helped raise \$100 million from public equity investors.
  - Began an awards program in 2015, and have since won Workiva 16 national awards, including ranking #4 on the 10 Best Large Workplaces in Technology list, #6 on the 50 Best Workplaces for Camaraderie list, #34 on the 100 Best Workplaces for Millennials, #50 on the 100 Best Workplaces for Women lists selected by Great Place to Work and Fortune Magazine. Workiva also was ranked on the *Deloitte Fast 500* list, won a silver *Edison Award* for financial solutions, and won two Stevie Awards for Most Innovative Company and Most Innovative Technology Company, a Silver Stevie Award for Employer of the Year Among Large Software Companies, and two Technology Association of Iowa Prometheus Awards.
  - Organized and executed the public relations efforts for the grand opening of the company's corporate headquarters in Ames, which drew over 300 people, and included the Governor of Iowa, the Lt. Governor of Iowa, the President of Iowa State University, and several other local dignitaries. It received local and national media attention, including a full photo gallery and front-page coverage in The Des Moines Register.
  - Worked with Workiva CEO Matt Rizai on a contributing byline for Fast Company entitled "Why I Based my Tech Company in the Middle of Iowa," which resulted in not only positive national media attention for Workiva but also positive national attention for the growing technology start-up scene in Iowa.
  - Served as a founding member of the Workiva Diversity and Inclusion Committee, a group that unites employees from all 16 Workiva offices, encourages camaraderie, and supports the efforts of the company's affinity groups that, under the guidance of the Diversity and Inclusion Committee, donate their time and efforts to volunteering, community building, STEM advocacy and education in marginalized populations.
  - Managed the company's communications social media efforts, which included creating a joint Twitter campaign with the New York Stock Exchange that earned 2,800 followers in four days.
  - Built the company's newsroom, [workiva.com/newsroom](http://workiva.com/newsroom), which earns over 400 unique, organic page views per month with an average of 1.40 minutes spent on the page, and a bounce rate of less than 40%.
  - Doubled media pick-up of Workiva news year-over-year from 2014 through 2016, attaining over 1,200 media mentions in 2016.
  - Supported the efforts of the Technology Association of Iowa and The Iowa Economic Development Authority at SXSW in Austin, TX, to bring highly skilled tech workers to the state.
  - Executed 40 press release distribution campaigns in 2016 that earned Workiva positive national media attention.
  - As part of the communications team, was recognized as a 2015 Platinum PR Awards finalist for Best Financial/Investor Relations campaign, awarded by *PR News*.
  - As part of the communications team, received a 2016 honorable mention Visual and InfoGraphics Award for Best Digital Design for Effectively Using Photography as a Hiring Tool, awarded by *PR Daily*.
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**PinnacLife, Iowa City, IA. Senior Management: Marketing, Communication and Sales**

*March 2011-March 2014*

- Served as a liaison between PinnacLife, media outlets, community organizations and corporate accounts.
- Composed timely press releases and acted as a media contact for the company and our distributor.
- Built, managed and maintained relationships with broadcast news outlets across the Midwest.
- Was recognized by corporate account representatives for exceptional customer service, partnerships and support.
- Introduced the PinnacLife brand to the consumer marketplace, increasing retail outlets from 5 to 204 in less than a year.
- Identified target markets and created engaging marketing materials for print and online distribution to specific groups.
- Executed advertising and promotional campaigns for print and TV that yielded increased sales and growth.
- Was responsible for a 29% increase in unit sales from 2012 to 2013 and contributed to continued growth in 2014.
- Developed Standards of Procedure for sales team, instituted procedures and kept on budget for projects.
- Managed sales team, sales budget and set and consistently reached goals.

**Lion Television, New York, NY/Chicago, IL. Associate Producer**

*June 2010-February 2011*

- Maintained open and effective lines of communication between set and studio.
- Kept accurate records and reports of each game; monitored cash flow and expense reports.
- Tracked trends in unscripted television shows and compiled daily data based on Nielsen ratings.
- Effectively multitasked and managed six projects simultaneously.
- Researched competing shows and similar territory for development meetings, wrote reports on findings.

**ABC5/WOI-DT, West Des Moines, IA. Sales Promotion Coordinator**

*March 2007-May 2010*

- Worked daily with a variety of clients to help them see the value of promotions and get more for their money.
- Matched central Iowa businesses with organizations and causes they cared about.
- Managed and organized The Best of the Class promotion for ABC5's viewing area, and created 31 PSA's in 24 hours.
- Managed and doubled community interest of ABC5's One Classroom at a Time and My Favorite Teacher programs.
- Spearheaded a station initiative to promote Non-Profit Organizations.
- Created a video for Bras for a Cause, an event which netted over \$500k for breast cancer research in 2008.
- Created, designed and produced a fundraising kickoff video for Broadlawns Medical Center.

**Volunteer Experience**

- Des Moines Social Club: Volunteer Organizer (2008-2010)
- Iowa Coalition Against Domestic Violence: Media Relations/Community Building (2009-2010)
- Iowa Coalition Against Sexual Assault: Media Relations/Public Awareness (2009-2010)
- Primary Healthcare: Media Relations (2010)
- American Heart Association: Business Sponsor and Event Volunteer (2011-2013)
- Downtown Neighborhood Association: Membership Chair (2012-2013)
- Prevent Child Abuse, Iowa: Fundraising Events Committee (2013-2014)
- Des Moines Playhouse: Countdown to 100 Committee (2015-Present)
- Des Moines Playhouse: Capital Campaign Committee (2016-Present)
- Des Moines Playhouse: Board of Directors (2016-Present)

**Education**

- University of Iowa. Bachelor of Fine Arts. Graduated in 2004.
- Mount Saint Clare College. Associates of Science. Completed in 2001.

**Continuing Education**

- PR News' Google Conference. Completed Feb. 2015.
  - PR News' Media Relations Next Practices Conference. Completed Dec. 2015.
  - PR News' Measurement Conference. Completed Apr. 2016.
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