





KERRINGTAN LEWIS

CORPORATE COMMUNICATIONS MANAGER

CONTACT

-  (205) 461-5062
-  Birmingham, AL
-  Kerringtonm@gmail.com
-  Kerringtonlew.com

EDUCATION

UNIVERSITY OF WEST ALABAMA
Master of Arts in Integrated
Marketing Communication

BEREA COLLEGE
Bachelor of Arts in
Communication

SKILLS

- Strategic communication planning
- Brand management and messaging
- Content creation (press releases, website copy, social media)
- Digital and social media management
- Proficiency in design software (Adobe Creative Suite, Canva)
- Excellent written and verbal communication
- Cross-functional collaboration
- Project management and prioritization
- Active listening and comprehension
- Ability to travel for business purposes

ABOUT ME

A dynamic and results-driven Communications Manager with over six years of experience in developing and executing strategic communication plans for a leading holding company and its subsidiaries. Expertise in managing all facets of corporate communications, from content creation to media relations, with a strong ability to enhance brand awareness and reputation through digital platforms. Proven track record in crafting compelling narratives, building stakeholder relationships, and maintaining positive brand visibility.

WORK EXPERIENCE

CORPORATE COMMUNICATIONS MANAGER

Shook and Fletcher Services (2022 - Present)

- Successfully implemented a communication strategy that boosted brand awareness by 30.7%.
- Spearhead executive communications, including crafting speeches, presentations, and internal messaging.
- Drive comprehensive communications and marketing initiatives for Shook and Fletcher Services and its industrial construction subsidiaries, ensuring brand integrity and elevation.
- Produced diverse content, including press releases, talking points, website copy, social media posts, internal communications, factsheets, and newsletters.
- Collaborate with cross-functional teams to deliver consistent and cohesive messaging across departments.
- Expertly manage multiple projects, ensuring on-time delivery and adherence to budget.

RECRUITMENT MARKETING STRATEGIST

Encompass Health (2021 - 2022)

- Designed and implemented targeted recruitment marketing strategies, aligned with talent acquisition goals across four regions.
- Developed a strong employer brand that highlighted the unique work environment and benefits offered by the facilities.
- Created compelling job descriptions and social media content that showcased the team culture and patient success stories.
- Managed and optimized the career page of the hospital's website, providing clear and attractive information for potential candidates.
- Partnered with HR departments to ensure recruitment initiatives were effectively aligned with organizational needs.

TRAFFIC MANAGER

Cumulus Media (2019 - 2021)

- Managed the master schedule for the radio station, ensuring effective allocation of airtime, including commercials, PSAs, promos, and music playlists.
- Maintained seamless content flow throughout the broadcast day, adhering to FCC regulations and station guidelines.
- Tracked inventory of commercials and PSAs, ensuring accurate documentation for billing and compliance purposes.
- Generated reports summarizing airtime usage, advertising revenue, and campaign performance, aiding in sales, marketing, and programming decisions.