

# Kathy Morse

58 S.J. Kellner Blvd. Beverly Hills, FL 34465 cell: 352-634-2509

[kathy@morse-online.com](mailto:kathy@morse-online.com) <http://kathymorse.com>

**Objective:** Pursue a challenging career in the Communication/Public Relations field supporting my diverse background and experience.

**A few Areas of Functional Expertise:**

- Information Management (Systems, Internet/Extranet Technologies)
- Advertising, Marketing, Product/Brand Manager and Social Media Director.
- Studio, Location Photographer, Senior Graphic Designer, Artist, Illustrator, Videographer and Producer of online visual media.
- Corporate Event Planning, Corporate Community Volunteer and Philanthropy Coordinator.
- Emergency Planning and Crisis Information Coordinator.
- Training, Safety and Diversity Instructor.

**Work Experience:** **Citrus Memorial Health System**  
Web Marketing/Branding Specialist January 2010 to March 2010

- Web Marketing
  - Primary source for developing and maintaining hospital website and Social Media avenues.
  - Design development standards for future web expansion.
- Branding Specialist
  - Generate innovative solutions to support the goals of Public Relations and Marketing Departments.
  - Build in-house collateral materials.
  - Photograph and video hospital amenities.

## **Progress Energy, Florida**

Senior IT Analyst, 2008 to 2009

IT Analyst, 2002 to 2008

Information Support Analyst, 2001 to 2002

Business Analyst 2000 to 2001

- Project Manager coordinating intranet implementation
  - Content Management Director.
  - Oversight of 40 individuals for intranet development
  - Designed, developed and coordinate site web structure.
  - Maintain/support cross-departmental website development and maintenance.
  - Maintain web standards for site and support for Nuclear Generation Fleet
  - Oversight and maintenance coordination of site Web/Web administrators.
  - Web integration of internal communications.
- Technology and Communication assistance to senior management.
  - Assess management initiatives and design communication pieces.
  - Desktop rollout initiatives.
  - Troubleshoot direct and via phone computer and program issues.
  - Direct oversight of photography and graphic design as needed (portraiture, reportage, advertising).

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- Developed "themed campaigns", photos, art and layouts in support of department and management initiatives for the Site (Fossil, Nuclear, Levy New Nuclear & Major Projects).
- Create and distribute daily company newsletter and site publications.
- Direct coordination and involvement with schedule flow and communication during Outages.
- Coordinate, develop and maintain internal communications.
  - Directly developed company based media (print ads, informational booklets, web programs, posters, site billboards, site television and radio-controlled signs).
  - Video production and editing for News, Safety, Human Performance and Recognition programs.

## **Florida Power Corp.**

Information Resource Analyst, 1999 to 2000;

Computer Based Training Analyst, 1996 to 1999

- Web Master
  - Managed Microsoft Internet Information Server in support of Intranet Technologies with direct oversight of the nuclear Web, providing Microsoft Front Page Extensions and Web server support.
  - Technical support and training to departmental webmasters in the development and publishing of web pages.
  - Directly responsible for the paperless initiative. Resulting in a cost saving to each department both in paper costs and staffing.
  - Responsible for investigation and restoration of user hardware and software. Direct integration with clients resolving Web issues.
- Communications Specialist
  - Developed and maintain TargetVision television communications.
  - Coordinate, develop and maintained internal communications supporting outages.
  - Instituted efficient use of media (print, web, posters, site television).
  - Professional photography and graphic design to support company events (portraiture, reportage, advertising).

## **Park Shore Country Day School and Summer Camp**

Assistant Professor and Camp Instructor, Huntington, New York, 1992 to 1994

## **Professional Photographer, Graphic Designer and Printing Broker**

Freelance, Houston TX, New York, 1987 to 1996

Freelance, New York City, 1976 to 1982

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## Photography Department Coordinator

The Way International, New Knoxville Ohio, 1983 to 1987

### Associations:

- Key Training Center Volunteer, Social Media Manager
- Citrus United Way Volunteer, Social Media Manager
- Citrus 20/20 Secretary 2010 and Board Member, previous Education Focus Group Chair
- Progress Energy Nature Coast Volunteer Council Chair/Co-chair/Volunteer.
- Progress Energy E-Giving-United Way coordinator 2004, 2005, 2006, 2007, 2008.
- Community Leadership Advocate for "Leadership Citrus" Class of 2007
- Corporate and Industry Conference Representative and Speaker
  - "Corporate Volunteerism and the Nuclear Renaissance". Women in Nuclear National Conference, 2008.
  - "Visually Communicating Safety" NISHA (Nuclear Industrial Safety and Health Association) Conference 2007, 2008.
  - "Diversity and Volunteerism, Celebrating Employee Involvement" Progress Energy Corporate Presentation 2006
- American Cancer Society,
  - Relay for Life Chair/Co chair/Team Captain/Member Citrus County
  - Cattle Baron's Ball - Public Relations Chair 2008, 2009.
  - Relay for Life Public Relations Committee Member, Inverness, 2010

### Education:

Ashwood University, Master of Arts, Communications  
Ashwood University, Bachelor of Fine Arts  
The Way College of Emporia, KS - Biblical Ethics and Leadership  
The School of Visual Arts, NYC - Illustration Courses  
New York Institute of Technology, NY - Fine Arts Student  
West Babylon High School, NY - New York State Art Regents degree

Adobe Certified Training in Flash CS3 and Dreamweaver CS3  
Tech Data - MCSE for Windows NT Administration Track Courses  
The Way Corps - Leadership Development Program, OH and CO

### *For references please feel free to contact:*

Carla Groleau, Director of Communications, CSX at 352-464-5411

Jon Franke, Vice President Crystal River Nuclear Plant, Progress Energy Florida at 352-464-7960

Mike Olive, Manager, Major Projects Integration, Progress Energy Florida at 352-464-7747

Gerri Lewis Harris, Human Resource Specialist, Progress Energy Florida at 352-464-7749

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**Kathy Morse**, Biography

Kathy Morse has served as a Web Marketing/Branding Specialist for Citrus Memorial Health System located in Citrus County, Florida. In this position she had an opportunity to bring organization and the ability to communicate difficult topics visually for the not for profit hospital system.

As a Progress Energy, Florida employee, with the job title of Senior Information Technology Analyst she worked out of the Crystal River Energy Complex, home of the CR3 nuclear plant and four fossil power plants for more than 12 years. In this role, she structured the original nuclear intranet and coordinated over 40 web developers. As she grew she designed and implemented various communication avenues producing themed "ad" campaigns for senior management such as Safety, Human Performance and Diversity, to enhance the company's nuclear and fossil plant communications.

Before her start in utilities, she was responsible for managing the photography department for a worldwide corporation, The Way International. Kathy began her career as a freelance fashion & beauty photographer for 9 years in New York City. Before that, for 2 years she apprenticed with 2 of the top 10 photographers in the world at the time as a medium organizer and assistant.

The native New Yorker attended the New York Institute of Technology, as a Fine Arts major, and the School of Visual Arts focusing on illustration. Kathy spent a year studying Biblical Ethics at the Way College of Emporia, Kansas. She attained a bachelor's degree in Fine Arts as well as a Master's Degree in Communications from Ashwood University.

Community involvement and volunteerism has been Kathy's true passion: coordinator for Progress Energy's most successful "Employee Volunteer Council", 2007 graduate of "Leadership Citrus" (developing local community leadership), active member of the Nature Coast chapter of the "Florida Public Relations Association", Secretary for "Citrus 20/20" (a vision building organization for Citrus County Florida), event and committee chair for various "American Cancer Society" events.

Kathy is currently volunteering her abilities as a Social Media Director for the "Key Training Center" and "Citrus United Way" and "Citrus 20/20" which are local non-profits.

Morse resides in Citrus County Florida. Daughter Rebecca is a senior and an honor student in the Communications department at Florida State University specializing in Public Relations.