

Ian Kennedy

Columbia, Maryland,

RELEVANT SKILLS

Communications, Messaging and Branding:

Developed and implemented numerous comprehensive communications and branding strategies (various).
Created targeted outreach campaigns delivering personalized messages to thousands of stakeholders (HC/SM).
Distilled complex policies, programs and projects into concise messages for a variety of audiences (various).
Managed the design, construction and operations of websites geared toward many audiences (various).
Served as a liaison to the media and generated positive coverage of organizations and programs (various).

Policy, Programing and Research:

Drafted internal policies and framework documents based on industry standards and based practices (various).
Worked with board of directors to develop strategic direction for organizational programs and initiatives (various).
Produced detailed research reports chronicling best practices for affordable housing programs and policies (ECP).
Drafted and edited comprehensive policy documents focused on community development (various).

Management and Organization:

Developed and directed dynamic initiatives, including budgeting, staffing, partnerships and legislation (various).
Managed program staff and interns, including assignment of tasks, goal-setting, performance review (various).
Oversaw various special projects, programs, and consultants at the request of the County Executive (HC).
Founded and ran a grassroots organization committed to preserving local historical and cultural resources (SM).

EXPERIENCE

The Horizon Foundation, Director of Communications	November 2012—present
Howard County Government, Deputy Chief of Staff	July 2007—October 2012
Enterprise Community Partners, Information Specialist	June 2005—July 2007
Maryland Department of Natural Resources, Policy Fellow	September 2004—June 2005
Save Merriweather, President and Co-founder	June 2003—July 2007
School of Public Affairs, University of Maryland, Teaching Assistant	August 2003—June 2004
Howard County Council Chairman Guy Guzzone, Intern	May 2003—September 2003
Gazette Newspapers, Mount Airy, MD; Staff Writer	February 2001—August 2002

EDUCATION

University of Maryland	College Park, MD
Master of Public Policy, Summa Cum Laude	May 2004
Specialization: Environmental Policy	
University of Maryland, Baltimore County	Catonsville, MD
Bachelor of Arts, Cum Laude	December 2000
Interdisciplinary Studies (Environmental Writing)	
Howard Community College (Rouses Scholars Program)	Columbia, MD
Associate in Arts, with Honors	May 1997
Liberal Studies	

HONORS and ASSOCIATIONS

Howard County Bicycle Advisory Group, Founding Member	2008—Present
Columbia Foundation <i>twentyfivefortyfive</i> Initiative, Board Member	2006—2012
Leadership Howard County, Graduate, Board Member	2007—2011
Howard County Commission on Environmental Sustainability	2007
Howard Community College Education Foundation Alumni Committee	2006—2008
Columbia Association Environmental Matters Committee, Chairman	2004—2007
Governor Blair Lee III Regents Fellowship, University of Maryland	2003—2004
Honors Graduate Fellowship, University of Maryland	2002-2003