
Profile

Kinard

First Name

Robinson

Last Name

Middle
Initial

kinard@empoweringcreative.com

Email Address

1789 Harbor Dr.

Home Address

Suite or Apt

Clearwater

City

FL

State

33755

Postal Code

Business: (813) 614-5251

Primary Phone

Alternate Phone

Length of Residency - please select one. * 6+ years**Do you own or represent a business in Clearwater?** Yes No**If yes, where is the business located? Do you conduct business with the City?****Which Boards would you like to apply for?**

North Greenwood CRA Citizen Advisory Committee: Submitted

Empowering Creative

Employer

Founder/CEO

Job Title

Occupation - If retired, enter former occupation.

Business owner

Have you served or do you serve on a board in Clearwater? Yes No**If yes, please list the name of the board.****Why do you wish to serve on this board/committee? If seeking reappointment, state why you should be reappointed.**

Clearwater is not only home, its family history. I am 6th generation Clearwater. My family played a significant role in North Greenwood throughout the city's history (educators, community leaders, etc.), and I am continuing the legacy.

What personal qualifications can you bring to this board or committee?

Leadership Business Strategy Relationships/Connections Clearwater/North Greenwood Naitive

List Community Activities

Clearwater Urban Leadership Coalition Alpha Phi Alpha Fraternity Inc. Leadership Tampa Bay Reliaquest Bowl Project L.I.N.K Tampa Bay Chamber Member Tampa Tiger Bay Club

[Kinard_Robinson_Resume.pdf](#)

Upload a Resume

Question applies to multiple boards

Are you related to any member of the City Council?

Yes No

Question applies to multiple boards

If yes, please provide name and explain relation.

N/A

Question applies to multiple boards

Are you related to a city employee?

Yes No

Question applies to multiple boards

If yes, please provide name and explain relation.

N/A

Demographics

Some boards and commissions require membership to be racially, politically or geographically proportionate to the general public. The following information helps track our recruitment and diversity efforts. (Optional)

Ethnicity

African American

Gender

Male

Date of Birth

The City of Clearwater strives to promote diversity and provide reasonable accommodations for individuals with disabilities. If you are requesting accommodation, please indicate below:

By clicking on "I Agree," below, I affirm that the information above is true and correct, and that I understand and agree to the responsibilities and commitment of time associated with an appointment to a Clearwater advisory board or committee.

I Agree

All material submitted to the City of Clearwater is subject to the public records law of the State of Florida including Chapter 119, Florida Statutes.

Kinard Robinson

1789 Harbor Dr. | Clearwater, FL 33755
813-614-5251 | kinard@empoweringcreative.com

Overview

Executive leader offering 10+ years of demonstrated success defining strategy, leading people, innovating programs, driving new business, and capturing strategic relationships. A visionary leader creating and redefining the status quo by developing content to establish and strengthen brands. Dynamic relationship builder with local, national, and international foundations and corporations.

Expertise

- Strategic Organization Leadership
- Mission, Vision, & Execution
- HubSpot Implementation
- Process Re-Engineering
- Value Propositioning
- Video Production
- Set design
- Fund Development Strategy & Relationships
- Strategic Partner Development
- Marketing Automation
- Social Media Strategies
- Data Analysis
- Video Editing
- Lighting

Work Experience

Empowering Creative, Clearwater, FL

2020 – Present

Founder & Chief Executive Officer: Highly motivated and results-driven leader with a passion for helping businesses succeed through expert design, engaging content creation, and advanced marketing automation strategies. Worked with clients to establish and grow their brands. Led campaigns that yielded a 100% increase in social media engagement. Created a strategy that helped a client increase their number of sales calls by 22% over the previous quarter.

Kinard Pictures, Clearwater, FL

2017 – 2020

Founder & Creative Director: Responsible for the overall creative direction with clients. Worked with clients to develop video content to enhance their marketing strategy.

Kinard Consulting, Clearwater, FL

2015 – 2020

Founder & Chief Executive Officer: Management consultant working with clients in a variety of industries to develop and/or improve business strategy and efficiency. Evaluated processes and procedures of client's organizations. Made recommendations based on findings. Developed and implemented organizational strategy. Redesigned organizational structure shifting responsibilities, reporting relationships, and creating internship program resulting in a 30% increase in productivity. Provided guidance to management and ownership on changes and problem-solving. Monitored employee performance while coaching managers on how to effectively manage their employees.

Citibank, Tampa, FL

2013 – 2015

HR Generalist: Partnered with executives to lead high-priority, strategic projects to transform disparate regional processes into streamlined, standardized, global processes supporting Citi's HR Transformation Initiative while managing various HR functions within the business. Managed approximately 700 employees across various business units. Oversaw year end performance review process. Coached leaders throughout the organization to improve management effectiveness and performance management. Performed Ad Hoc reporting and analysis to make business decisions. Developed plans to increase operational efficiency and effectiveness within the organization.

Home Shopping Network, St. Petersburg, FL

2012 – 2013

HR Specialist – Business Partner: Provided generalist level support to six business units coaching leaders and employees through employee related issues. Collected and analyzed data to create and implement a new hire on-boarding program to acclimate new employees to their position, team, and company culture. Established and managed the exit interview process across the company collecting valuable data used to make recommendations to senior leaders to influence business decisions.

MattressFirm, St. Petersburg, FL**2011 – 2012**

Store Manager: Built and maintained relationships focusing on customer service and vendor relations. Set store strategy on improving business, never falling below 85% of stores budget goal. Led new store expansion, increasing business and maximizing profitability. Exceeded new store forecasted goals finishing at 123% in the locations first three months.

The Center for Special Needs Trusts, Clearwater, FL**2008 – 2010**

Business Analyst & HR Generalist: Led a research team collecting and analyzing data of the U.S. economy, identifying various industries assessing profit potential. Created and implemented conflict of interest, whistleblower, retention & destruction, and executive compensation policies. Developed overall plan to bring the non-profit area of the company into legal compliance by building an employee handbook and ensuring that business functions reflected the mission and vision.

Red Carpet Entertainment, Clearwater, FL**2006 – 2009**

Co-Founder & Chief Operations Officer: Developed overall company strategy. Led all marketing and advertising campaigns, strengthening brand and generating revenue.

Education

John Carroll University, Cleveland, OH**2006 – 2010**

Bachelor of Science - Industrial/Organizational Psychology

Florida State University**2021**

Jim Moran Small Business Executive Program – St. Petersburg, FL

Goldman Sachs 10,000 Small Business Program**2022 – 2023*****Board Memberships/Non-Profit Involvement***

Alpha Phi Alpha Fraternity, Inc. – Omicron Beta Lambda (Clearwater Alumni Chapter)

Chapter Secretary (2011-2021)

Black & Gold Scholarship Gala Committee Chair (2011-2021)

Leadership Tampa Bay, Tampa, FL

Vice Chair – Port & Transportation Day

Vice Chair – Recruiting Committee

2022 Class President

Centre Club, Tampa, FL

Board of Governors

Business Committee – Immediate Past Chair

Food & Beverage Committee

Project L.I.N.K., Tampa, FL

Vice Chair