



Kevin J. Keogh

6219 Palma Del Mar Boulevard, #216 ♦ St. Petersburg, Florida 33715 ♦ Telephone: 727.866.6944
727.744.9217 C Email: kkeogh@tampabay.rr.com

8/24/2013

Ms. Sandi Bolser
City Clerk
City of Bunnell
1769 E. Moody Blvd
Bunnell FL 32110

Good day Ms. Bolser

I noticed on the city's web site that the City of Bunnell is looking for a City Manager; I would like to apply for the position.

I have both significant Public and Private sector experience that I believe will make me an excellent candidate. As Regional Director for the Department of Housing and Urban Development, it was my job to plan and implement the regional goals as set by then Secretary, Mel Martinez. I oversaw all HUD programs in the six states of New England and a big part of the job was overseeing CDBG funds. My understanding of how these grants work could be useful tools for continuing Economic Development.

As the owner of a six station group of radio stations in Portland, Maine I have considerable knowledge of human resources and finance including; banking, budgeting and of course profit and loss. While I have never been a city manager, I have 25 years of management experience.

Why Bunnell you might ask? I know the area, my youngest son John lives and works in Jacksonville and my oldest, Kevin, graduated from Stetson in DeLand. I am familiar with the St Johns River Water Management District and the water treatment and wastewater treatment divisions of the City of Bunnell.

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I would like to add that were I offered and accepted this position, I would make Bunnell my home, not a stepping stone to another position.

I believe my skills, experience and personal qualities will enable me to excel in this position.

Sincerely,

Kevin Keogh

Inc:

Résumé
References

Salary...\$75,000.

Kevin Keogh

6219 Palma Del Mar Boulevard, unit 216
St. Petersburg, Florida 33715

(727) 866-6944

(727) 744-9217

kkeogh@tampabay.rr.com

SUMMARY

- **Governmental Relations/Public Affairs Management:** Led a major regional federal agency and played a key role overseeing all housing and economic development programs for six states.
- Developed and implemented a regional Continuation of Operations Plan and a regional management plan to maximize diminishing resources and deliver results in a more cost-effective manner for a major federal agency in the post 9/11 world.
- Proven background in managing small and large diverse organizations, providing strategic direction to the planning process.

Approximately 25 years of management experience with particular expertise in the following areas:

- Governmental Operations
 - Labor Relations
 - Strategic Planning
 - Financial Operations and Budget
 - Operations and Project Management
 - Team building and Team-Based culture
 - Community Development Block Grants
 - Customer Relations and Support
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PROFESSIONAL EXPERIENCE

KEOGH CORPORATE CONSULTING & COMMUNICATIONS

2008-PRESENT

OWNER

- Reorganized communications operation for State Senator Jack Latvala, including message and media contacts.
- Formed press relationships with principle electronic, print and digital news and information outlets, resulting in a significant increase in story count and press presence.
- Consulted with Gramley's Automotive Services on everything from bookkeeping to finding a new location, with a less expensive lease and much more traffic, resulting in lower overhead and a large increase in business.

Baywood Real Estate Investments

2004-2008

Real Estate Partner

- Bought and sold residential real estate in Boston, Ma, Maine and St. Petersburg

U.S. Department of Housing and Urban Development

2001-2004

New England Regional Director

- Appointed by the White House to the position of Regional Director for the Department of Housing and Urban Development in Boston. Managed all aspects of the 6 States' governmental programs including:
- Public Housing, Section 8, Multi-family housing, Fair Housing and Community Planning and Development.
- Budgeting, training, scheduling work activities, performance evaluations and motivation of 325 employees.
- Enhanced public relations for a federal program through organization of a Business Economic Development Day for small businesses. Developed agenda, overall program and hosted the event along with US Senator Susan Collins, bringing needed information from 9 governmental agencies to small business owners. The success of this event became the template for further B.E.D.D. programs nationwide.
- Built strong business relationships with the community, government, and product consumers. Negotiated productive partnerships as needed to achieve the goals of HUD and the needs of the customer.

DOWNEAST BROADCASTING OWNER, 6 RADIO STATION GROUP

1985-2000

Owner/ General Manager

- As owner/operator of a group of radio stations I increased radio station ratings from 3.5 to 5.9 in the all important 25-54 demographic. Ratings are the metric used to measure the growth of listenership.
 - Drafted a comprehensive marketing plan that included direct mail, call out research, TV advertising and Web Site creation, with interactive contesting and music research which increased sales revenue by 40%
 - Successfully organized the effort to get a license for a radio station despite ongoing litigation. Coordinated the efforts of legal teams in Washington D.C. and Maine along with our engineers to interface with one voice to the Federal Communications Commission.
 - Project Manager of a new radio station built from the ground up. Identified the saleable format, and fast paced contemporary hit radio delivery, and succeeded in growing a \$400K investment into a \$6.4M profit center in four years.
 - Enhanced the listening audience by initiating yearly auditorium testing as part of our ongoing market research. Surveyed the audience on listening questions: likes, dislikes, advertising 'hooks' and overall music format. Made changes as a result of information gained that boosted listenership and revenue.
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EDUCATION/PROFESSIONAL TRAINING

B.A., Communications, University of Dayton

Additional coursework in:

- Conflict Resolution
- Team Building
- Sexual Harassment
- Diversity Training
- Time Management
- Negotiation

PROFESSIONAL AND COMMUNITY AFFILIATIONS

- WHITE HOUSE APPOINTMENT TO THE SENIOR EXECUTIVE SERVICE
- BOARD OF DIRECTORS FEDERAL EXECUTIVE BOARD
- BOARD OF DIRECTORS MAINE ASSOCIATION OF BROADCASTERS
- BOARD OF DIRECTORS ROCKLAND MAINE ROTARY

References for Kevin J. Keogh

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- 1 Mr. Ron Frizzell
President of Downeast Broadcasting, owner of 6 station radio group, where he was my superior, and then partner for 23 years. He was President of the Maine association of Broadcasters and broadcaster of the year.
207 576 1493

- 2 Ms. Candice Ferris
Ms. Ferris was my general manager when I owned Wags Dog Day Care, Salon & Boutique in Saint Petersburg. Ms. Ferris is currently Convention Services Manager at the TradeWinds Island Resort, on St. Pete Beach, FL
727 363 2229 office
727 776 3261 mobile

- 3 Mr. David Punzak
Managing law partner of Carlton Fields in Tampa and Saint Petersburg. David is a friend and has represented me in business negotiations.
727 821 7000 office