

Corinne Ann Hodges

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January 2019 - present

Chief Executive Officer

Association of Women's Business Centers

Washington, D.C.

Summary: Advocate for the Women's Business Center network of more than 150 locations in the United States and Puerto Rico to enhance the capacity of the Women's Business Centers and the Association of Women's Business Centers.

- Develop and grow the relationship with SBA's Office of Entrepreneurial Development and the Office of Women's Business Ownership
- Collaborate with the SBA Resource Partners including the Association of Small Business Development Centers, SCORE and Veteran's Business Outreach Centers
- Plan and coordinate the annual leadership conference
- Work with existing and prospective funders to build lasting and mutually beneficial relationships
- Advocate for Women's Business Centers by sharing the stories of their clients' successes
- Expand the capacity of the centers by developing and executing a training program inclusive of onboarding training for new WBC Directors
- Develop the membership of the association, expanding membership offerings to forge a relationship with additional stakeholders
- Collect and share data related to the performance of the association and women's business centers

January 2010 - January 2019

Assistant Manager to Sr. Manager- Head of Department, Public Relations

Kia Motors Manufacturing Georgia, Inc.

West Point, Georgia

Summary: Build a positive global image for Kia Motors Manufacturing Georgia (KMMG) and its operations with external and internal audiences through effective communications, media relations, government affairs, community relations and brand management.

- Develop and manage the department processes and procedures; design and execute long-term and short term strategies to further KMMG's position as a valued corporate citizen (philanthropy, community outreach, corporate engagement, environmental responsiveness, employee participation, public affairs, etc.)
- Build and nurture relationships with key stakeholders in the local community, statewide and globally
- Lead media relations and advertising including local, regional, lifestyle and automotive outlets
- Plan and host media events for local, national and international journalists and analysts
- Coordinate and maximize opportunities for customer appreciation and marketing events
- Ensure alignment of communications with key messages and corporate identity guidelines

(globally, nationally and regionally)

- Work with national and international public relations teams to coordinate news releases, press events and regional marketing initiatives
- Create and execute Corporate Social Responsibility (CSR) strategy aligned with nationwide focus
- Coordinate strategies and projects with marketing, sales and product PR teams (national and international)
- Support executives' public appearances through event management and speech writing
- Actively participate in the labor task force team (to prevent and track interest in organized labor)
- Engage in strategic workforce development efforts to improve the quality of candidate pool for the continuity of business

Outstanding achievements:

- Galaxy award for internal video campaign
- Completed the first-ever rotation assignment in production (from HR/Admin division) in assembly shop and supplier quality (2 months in each department, Jan. – May 2017)
- Crisis communications: effectively managed media to minimize negative media coverage (within 24-hour news cycle there were 183 million online impressions of the incident)
- Introduced and successfully launched a \$2.1 million STEM learning partnership with the local school systems for long term workforce development (pursuing national award recognition)
- Supervise and lead a team of 6 full time communications team members
- Promoted from Assist. Manager to Manager Jan. 2012, Manager to Acting Sr. Manager January 2014, promoted from Acting Sr. Manager to Sr. Manager April 2015
- Chair of the Board for THINC, the Troup County College and Career Academy (since 2015)
- Vice President of the Technical College System of Georgia Foundation (since Oct. 2016)
- Member of the Board of Governors for the Georgia Chamber of Commerce (since November 2016)
- Vice Chair of the Georgia Chamber Business Climate Committee (since January 2018)

February 2008-January 2010

Owner/ Principal

Image Matters Advertising (acquired and subsequently dissolved)

Opelika/Auburn, Alabama

- Developed strategic marketing and communications plans
- Created brand and image advertising campaigns
- Negotiated and executed buys in print, broadcast and internet media
- Designed and produced print and broadcast ads
- Differentiated the business through innovative budget-minded solutions and results
- Served clients in a variety of industries including: financial services, professional employee recruiting, chiropractic, non-medical senior care, weight loss, retail, information technology, insurance, real estate and more
- Closed first and second years with successful and growing profits

January 2003-February 2008

Credit Union Development Specialist to Vice President, Financial Marketing Group

Alabama Credit Union League (acquired by League of Southern Credit Unions)

Birmingham, Alabama

- Developed \$1.6 million dollar revenue stream within 2 years, from \$0
- Serviced client accounts in the Southeast from Florida to Kentucky and South Carolina
- Specialized in brand development and brand awareness campaigns including a multi-million dollar celebrity campaign featuring LeAnn Rimes
- Promotional campaigns entailed high production value television, radio, newspaper, outdoor and interactive media

October 2001- October 2002

Truck Driver to Accounting to Controller to General Manager

Radio Transfer Expeditors (acquired by Modular Transportation)

Grand Rapids, Michigan

- Drove strategic and quality assurance improvements to ensure targeted customer experience
- Supervised operations including dispatch and delivery departments
- Positioned company for profitable acquisition in a down-turn economy
- Performed crisis communications (i.e. fatality and acquisition), internal communications and public relations duties as needed

June 2000- August 2001

Director, Tort Reform Institute, Inc.

NCRIC, Inc. (dissolved)

Washington, D.C.

- Created and managed 4 state-level PACs and 1 federal PAC
- Raised funding to support campaign contributions
- Tracked legislation, advocated for tort reform with policy makers
- Covered 4-state area including Maryland, Delaware, Virginia and West Virginia

Education

University of Wisconsin - Online

Business Spanish Certificate (completed April 2015)

University of Phoenix - Grand Rapids, MI

MBA Marketing (2 semesters complete)

The George Washington University - Washington, DC

MA Security Policy Studies (2 semesters complete)

University of Evansville - Evansville, IN

BA International Relations, Summa Cum Laude (minors: Spanish and philosophy)

Forest Hills Northern High School – Grand Rapids, MI
High School Diploma (US and Spain)

Study Abroad:

- 1996 Aranda de Duero, Spain (1 year); High School Diploma (Vela Zanetti)
1998 Lugano, Switzerland (1 semester) College political science courses (Franklin College)

Skills

- Public speaking and media interview training
- English is native language, fluent (reading and writing) in Spanish
- Crisis communications
- Strategic planning
- Speech writing
- Press releases and opinion editorials
- Graphic design (Adobe Creative Suite)
- Microsoft Office (Word, Outlook, Excel, PowerPoint)

Interests

- Stand Up Paddleboarding
- Running
- Traveling