

KEVIN DOE CROWSYN

kevin@crowsyn.com | KevinCrowsyn.com | [LinkedIn.com/in/KevinCrowsyn](https://www.linkedin.com/in/KevinCrowsyn) | Tampa, FL

Strategic Communications & Marketing Leader | Digital Strategy | Organizational Change | U.S. Army First Sergeant (E-8)

SUMMARY: Strategic communications and marketing leader with 25 years of U.S. Army service and a cross-sector record of building, modernizing, and leading communication programs across military, higher education, nonprofit, and private-sector environments. Expertise spans communications strategy, marketing strategy, digital transformation, organizational change, audience engagement, and performance measurement. Known for creating new capabilities, leading teams through complex change, and translating strategy into coordinated action and measurable results.

CORE COMPETENCIES: Strategic Communications • Communications Strategy • Marketing Strategy • Marketing Communications • Integrated Marketing Communications • Digital Strategy • Brand Strategy • Organizational Change • Digital Transformation • Strategic Planning • Audience Analysis • Stakeholder Engagement • Marketing Analytics & KPI Reporting • Leadership

EDUCATION

- Master of Arts, Mass Communication (Social Media) | University of Florida
- Bachelor of Arts, Management | American Military University
- U.S. Army Professional Education: Basic, Advanced, Senior, and Master Leader Courses

PROFESSIONAL EXPERIENCE

First Sergeant (E-8) | Recruiting Operations, Digital Strategy & Organizational Leadership | U.S. Army | 2001-2027

- Recognized by Lieutenant General Johnny Davis, Commanding General of U.S. Army Recruiting Command (USAREC), as “undoubtedly one of the organization’s single most influential figures of the past decade.”
- Led Orlando Medical Recruiting Company, overseeing six offices, six office managers, and 40+ personnel across Florida, Georgia, and Puerto Rico through COVID-19; became the first company in Army Medical Recruiting history to achieve #1 national rankings for three consecutive years, earning commendation from the U.S. Army Surgeon General.
- Selected by Medical Recruiting Brigade leadership as the primary subject-matter expert for virtual recruiting strategy during COVID-19, training and advising leadership teams across the other 15 medical recruiting companies nationwide.
- Built and scaled enterprise virtual recruiting capabilities, creating USAREC’s first large-scale program for 6th Recruiting Brigade across 42 regions and 2+ million square miles, and later designing 2nd Recruiting Brigade’s integrated strategy aligning 1,000+ social media accounts across 48 regions through standardized training, content planning, and KPI reporting.
- Co-authored USAREC doctrinal publications Medical Recruiting (TP 3-10.5) and Conducting Virtual Recruiting Activities (TP 3-10.4), helping institutionalize guidance for medical recruiting, virtual strategy, digital engagement, and performance measurement.
- Earlier Army Reserve service included human resources and leadership roles from 2001–2009, with deployments to Kosovo (2003) and Kuwait (2004–2005).

Adjunct Instructor | University of Florida, College of Journalism and Communications | 2026–Present

- Selected to develop and teach Military Strategic Communication, a new graduate-level elective examining communication strategy, audience analysis, crisis communication, digital influence, disinformation, campaign planning, and communication effectiveness in military, government, and high-stakes environments.

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Co-Founder & Chief Strategist | Crowsyn Creative LLC | 2024–Present

- Lead client strategy across integrated marketing, brand positioning, digital optimization, SEO, GEO/AIO, content strategy, and emerging technologies for a boutique marketing and communications firm built on nearly a decade of prior independent consulting experience.

Adjunct Instructor | West Virginia University | 2023–Present

- Selected from 650+ applicants to teach Emerging Media and the Market in WVU's graduate Integrated Marketing Communications program; develop, teach, and continuously revise coursework to reflect rapid changes in AI, emerging technologies, digital platforms, and their application to marketing and communication strategy.

SELECTED LEADERSHIP & BOARD EXPERIENCE

University of Florida Association of Military Alumni | Volunteer Executive Leadership | 2023–Present

- Founder, 2023: Conceived and launched UFAMA, leading the organization from concept through approval as an official University of Florida Alumni Association affiliate and recruiting an 11-member founding board and executive team.
- President, 2024-2025: Led strategic planning, governance, communications, partnerships, fundraising, and organizational growth during UFAMA's inaugural year; raised \$15,000+ within the first six months of official charter and awarded \$5,000+ in scholarships to military-affiliated students.
- Immediate Past President, 2025-2027: Provide strategic counsel and continuity to the President and Board of Directors, advising on governance, organizational growth, partnerships, alumni engagement, and long-term strategy.

U.S. Veterans Foundation | Volunteer Executive Leadership | 2015–2017

- Chief Marketing Officer, 2015-2017: Led marketing strategy, branding, website development, and digital communications for a national veterans nonprofit, helping grow its social media audience from approximately 5,000 to 70,000+.
- Interim Chief Executive Officer, April - October 2017: Selected to lead the organization during a period of restructuring, streamlining operations, implementing new governance bylaws, and repositioning the organization for long-term sustainability.

SELECTED SPEAKING ENGAGEMENTS

Public Relations Society of America International Conference • National Association of Government Communicators Communications School • Shriners International Membership & Marketing Conference • Military Influencer Conference • U.S. Navy East Coast Mass Communication Specialist Symposium • University of Florida Alumni Association Volunteer Leadership Conference • Veteran Social Summit

SELECTED AWARDS & RECOGNITION

- *U.S. Army*: Legion of Merit, awarded for exceptionally meritorious service and sustained leadership • Meritorious Service Medal (3 awards) • Army Commendation Medal (6 awards)
- *University of Florida Alumni Association*: 2025 Leader of the Year • 2024 Inclusive Leadership Award
- *U.S. Army Recruiting Command*: Professional Writing Award • Top Medical Recruiting First Sergeant, 2nd Medical Recruiting Battalion (Southeastern U.S.), 2021