


## RESUME

Kevin T. Sparkman  
128 Bracken Road  
Medford, New Jersey 08055



### PROFESSIONAL EXPERIENCE

More than 35 years of experience as a strategic communications and public relations professional counseling a range of clients in nonprofit, healthcare and government sectors.

#### **Fusionspark Media Inc.,** Medford, NJ - 2000 to Present

Co-founder of digital marketing agency focusing on web strategies, content marketing, branding and digital media strategies for a range of clients with an emphasis on helping non-profit organizations. Current and past clients have included environmental and healthcare organizations and state and federal government agencies and programs.

#### **Gift of Life Donor Program,** Philadelphia - 1990 to 2000

Served as director of community relations for the region's organ donor program managing all aspects of the program's communications, public relations and marketing strategies. During my tenure, I helped to write and pass model legislation in Pennsylvania, New Jersey and Delaware that led to some of the largest increases in organ donation in the nation.

#### **Earle, Palmer Brown & Spiro,** Philadelphia - 1988 to 1990

Account Executive managing a variety of the advertising agency's public relations clients, including publishing, banking and service industries.

#### **Sommers/ Rosen, Philadelphia** - 1986 to 1988

Account Executive managing a variety of the agency's public relations and advertising clients in healthcare, real estate, and city government services.

#### **Graduate Hospital, Philadelphia** - 1984 to 1986

Public Relations Associate managing a variety of special events and programs for this Center City hospital. During this period, also served as the editor of the hospital's quarterly magazine.

### COMMUNITY SERVICE

#### **Burlington County Democrats**

Currently the County Committee member for Medford's 11th District.

#### **Medford Democrats**

Active member of the Medford Democrats since 2010 and have helped establish the organizations social media presence as well as web communications.

**Pinelands Preservation Alliance, Southampton, NJ**

Past trustee of the Pinelands Preservation Alliance. I have been engaged in Pinelands education and advocacy initiatives for more than 15 years.

**Woodford Cedar Run Wildlife Refuge, Medford, NJ**

Past chair of board of trustees of New Jersey's largest wildlife rehabilitation center. I joined the board around 2010 and served for three years including serving as chair of the board.

**Tamarac Lakes Association, Medford, NJ**

Current chair of the association's Lakes Committee. I oversee all aspects of the associations lake management efforts, including water quality issues and dam issues. I lead the community's efforts as it relates to dam engineering and reconstruction issues and communication with the NJ DEP's Dam Safety Bureau.

**Medford Township, Medford, NJ**

Chair of the Environmental Commission. Served as a member and the chair of the Medford Environmental Commission for approximately three years before being removed by local Republicans because of my political affiliation. During my tenure, I organized well-attended multi-town events focusing on lake management issues and solar energy. I also helped establish the Medford Canoe Trail.

**EDUCATION**

Temple University, Philadelphia, PA - Bachelor of Arts Degree in Journalism  
Shawnee High School, Medford, NJ

**OTHER**

Cyclist with TNT Cycling Group – member of TNT cycling, which sponsors the Spellbound Century Ride in Mt. Holly and conducts regular 50-mile rides throughout Burlington County.

Amateur potter at Perkins Center for the Arts, Moorestown – transforming balls of clay on the wheel into beautiful bowls, mugs and plates that now overflow from our kitchen cabinets.

Avid kayaker having explored many miles of the Rancocas Creek and other major rivers of the Pinelands.

Surf fishing enthusiast who dreams of actually catching something worthy of posting on Instagram one day.

Owner of two rescues including Pippi, a foxhound mix, and Hitch, an orange, polydactyl tabby and slave to Weezie, our Siamese prima donna.