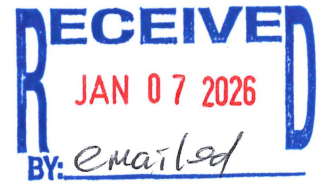


City of Lathrup Village
27400 Southfield Road
Lathrup Village, MI 48076
www.lathrupvillage.org | (248) 557-2600



1-6-26
at 7:09pm

APPLICATION FOR COMMITTEES, COMMISSIONS, & BOARDS

Date of Application: 1/6/26

Please check the committee for which you are applying:

☐ Board of Review

☐ Planning Commission

☐ Downtown Development Authority
(DDA)

☐ Parks & Recreation Committee

☐ Historic District Commission

☐ Tree Committee

☒ Communications & Engagement
Committee

☐ Other: _____

Name: ROBIN KINNIE

Address: 26349 Meadowbrook Way, Lathrup Vlg, MI 4807

Phone: 313-258-3998 Street, City, State, Zip

Email: robinkinnie323@gmail.com

Are you at least 18 years of age:

YES ☒

NO ☐

Are you a registered voter in Lathrup Village:

YES ☒

NO ☐

Have you been a resident of Lathrup
Village for 1+ years:

YES ☒

NO ☐

A resume/CV is required with your application. Additionally, please include a letter that covers any additional information that clearly states your qualifications for serving on the committee you selected and why you believe you are the best fit to serve Lathrup Village.

Signature: Robin Kinnie

Date: 1/6/26

Applicants must be in good standing with the City to be eligible for committee, commission, or board appointment. Any outstanding violations or payments associated with the applying individual or individuals' property may result in the submitted application being rejected.

Return completed application to:

Lathrup Village – City Clerk, 27400 Southfield Road, Lathrup Village, MI 48076

Robin L. Kinnie

26349 Meadowbrook Way

Lathrup Village, MI 48076

Cell: 313-258-3998 E-mail: robinkinnie323@gmail.com

Objective

To contribute to an organization's success by fostering strong relationships with clients and partners through effective communication, collaboration, and strategic engagement initiatives.

Formal Education

2001-2003 M.A., Higher, Adult and Lifelong Education, College of Education
Michigan State University East Lansing, MI

1996-2000 B.A., Human Resource Management, College of Business
Michigan State University East Lansing, MI

Professional Experience

2/2025 – Present Part-Time Contractor Virtual
Michigan Small Business Development Center

- Consult with aspiring and established business owners to assess operational needs, provide strategic guidance, and connect them with resources that drive growth and sustainability.

7/2016 – Present President Southfield, MI
Kinnie Media Group and Audio Engineers of Detroit

- Directs and manages all operations for Motor City Woman Studios, an audio post-production company.
- Provide oversight, management and direction for Audio Engineers of Detroit. Map out vision and mission.

07/2014-12/2017 **Communications Manager** Livonia, MI
Great Lakes Women's Business Council

- Create and implement marketing and communications strategies for special events and organization
- Ensure consistency in branding among all communication channels to promote programs, products and services • Prepare and distribute press releases to media
- Increased social media presence for organization and special initiatives by more than 80% within 12 months
- Design, create and distribute quarterly e-newsletter for stakeholders
- Write regular column for newspapers
- Establish and monitor strategic alliances with external organizations

5/2008-10/2014 **Business Development Manager** Detroit, MI
Small Business Detroit Microloan Prg /Center for Empowerment and Economic Dev

- Coordinate outreach and marketing strategy with team members
- Educate and recruit prospective loan clients through trainings and workshops
- Initiate new partnerships and opportunities with community-based organizations

- Coordinate, market and facilitate Entrepreneur Roundtable events
- Led production of organizational annual dinner video; resulting in cost-savings of \$5,000
- Staff liaison for Corporation for National and Community Service
- Recruit, train and supervise VISTA members

Computer Skills

- Student Information Systems, WWW, AI tools, RealComp and Microsoft Office Suite: Access, Word, FrontPage, Outlook, Excel and Powerpoint, Social Media dashboard HootSuite, Joomla, Constant Contact, Canva

Personal Interests

- Previous and current public service includes: Board Member - Michigan Association of Broadcasters, Advisory Board Member - Detroit PAL, Game Changers Committee, Y Arts.

Robin Kinnie * 26349 Meadowbrook Way * Lathrup Village, MI 48076
robinkinnie323@gmail.com

January 7, 2026

COMMUNICATION & ENGAGEMENT COMMITTEE

Attn: Selection Committee

Dear Members of the Selection Committee,

I am writing to express my interest in serving on the City of Lathrup Village's Communication and Engagement Committee. With more than 20 years of experience in outreach, communications, and community engagement, I am eager to contribute my skills to support clear, inclusive, and effective communication between the City and its residents.

Throughout my career, I have led communication and outreach strategies that improved clarity, expanded reach, and increased participation across diverse audiences. I have designed and executed integrated marketing and engagement initiatives that significantly increased digital engagement and attendance at public-facing events. I believe these experiences align closely with the committee's charge to improve the accessibility, timeliness, and reach of city communications.

I am particularly interested in helping strengthen public understanding of city activities, decisions, and processes. With a background in education and communications leadership, I am skilled at translating complex information into clear, approachable messages that help people feel informed and confident engaging with local government.

In addition to my professional experience, I bring a collaborative mindset and a strong commitment to community service through board and committee involvement. I value listening, learning, and working together to advance shared goals.

Thank you for considering my application. As a long-term resident, I would be honored to volunteer my time and experience in service of Lathrup Village.

Sincerely,
Robin Kinnie