

KELLI KOCH

PROFESSIONAL SUMMARY

I am a dedicated communications professional based in Nashville, TN, with a strong passion for storytelling and graphic design. With a degree in Public Relations from Kent State University, I've spent more than 16 years strategizing with healthcare professionals to create compelling content at Vanderbilt University Medical Center to collaborating with professional football players at the Pro Football Hall of Fame on campaign promotions and autograph sessions. My collaborative spirit and extensive experience in content development, event planning, and graphic design make me a valuable team player.

EDUCATION

Bachelor of Science, Public Relations, 05/2008
Kent State University - Kent, OH

WORK HISTORY

Associate Communications Specialist, 09/2019 - 06/2025
Department of Obstetrics & Gynecology, Vanderbilt University Medical Center - Nashville, TN

- Developed all internal and external communication, utilizing various mediums, including the department website and newsletter.
- Managed social media platforms, significantly enhancing online engagement and community building around Ob-Gyn services.
- Produced weekly and quarterly newsletters highlighting departmental achievements and updates for internal audiences.
- Crafted press releases, fact sheets, brochures, newsletters, and other materials for internal and external communications.
- Collaborated with healthcare professionals to create informative content, ensuring accurate service representation.
- Created PowerPoint presentations for internal or external audiences at events or conferences.
- Ensured brand consistency across all marketing materials, maintaining high-quality standards.

Retail Sales Associate, 04/2019 - 03/2020
Island Cowgirl - Nashville, TN

- Delivered exceptional customer service, ensuring a positive shopping experience for all patrons.



CONTACT

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SKILLS

- Adobe Photoshop and InDesign
 - Microsoft Office Suite
 - Graphic design
 - Content development
 - Web site management
 - Email marketing
 - Digital advertising
 - Event planning
 - Media relations
 - Proofreading
 - eCommerce
 - Brand management
 - Social media strategy
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INTERESTS

- Dog mom
- Music, especially attending concerts
- Pop culture
- Mindfulness practices
- Journaling

- Managed inventory levels, restocking merchandise to maintain optimal product availability.
- Implemented visual merchandising strategies to enhance store presentation and drive sales.
- Handled cash transactions accurately, ensuring efficient register operations during peak hours.
- Resolved customer inquiries and complaints promptly, promoting customer satisfaction and loyalty.
- Fostered relationships with team members to enhance communication and achieve sales goals effectively.

E-Commerce Coordinator, 01/2014 - 01/2019

Pro Football Hall of Fame - Canton, OH

- Enhanced e-commerce site functionality by collaborating with developers, resulting in improved user experience and increased customer engagement.
- Developed targeted digital marketing campaigns, driving substantial improvements in online sales, and expanding brand reach across multiple platforms.
- Maintained and updated product listings, ensuring accuracy and relevance, which contributed to a noticeable increase in site traffic.
- Coordinated with Hall of Famers for autograph sessions, successfully promoting events that strengthened community engagement and brand loyalty.
- Generated weekly reports detailing website performance metrics, such as page views, visits, and conversions.
- Designed banners or graphics for use on the e-commerce site.

Communications Specialist, 08/2009 - 01/2014

Southeastern Ohio Regional Medical Center - Cambridge, OH

- Cultivated positive media relationships to enhance public trust and accurately represent hospital initiatives.
- Developed and implemented communication strategies to enhance patient engagement and satisfaction.
- Collaborated with medical staff to create informative content for internal newsletters and external publications.
- Managed website content updates including text copywriting and graphic design elements.
- Maintained relationships with key stakeholders by attending networking events and conferences.
- Produced press releases, fact sheets, brochures, newsletters, and other materials for internal and external communications.
- Managed social media presence, raising awareness of hospital services through strategic content sharing.

Marketing Assistant, 11/2008 - 04/2009

Shannon English Marketing - Canton, OH

- Managed event logistics, enhancing attendee satisfaction with seamless execution.
- Increased vendor engagement through targeted sales calls, boosting event participation.
- Supported office operations, ensuring efficient document management and communication flow.

- Executed event logistics, ensuring seamless registration and setup, leading to increased attendee satisfaction.

Public Relations Intern, 01/2008 - 06/2008

Akron Children's Hospital - Akron, OH

- Crafted engaging press releases that boosted media coverage and improved hospital public image.
 - Coordinated weekly newsletters, increasing readership, and strengthening ties with internal employees and volunteers.
 - Collaborated with department managers to ensure accurate representation of hospital events in promotional materials.
 - Developed compelling story pitches that generated heightened media interest in hospital initiatives.
 - Partnered with department managers to produce precise promotional materials, including brochures and flyers.
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REFERENCES

Justin Ford
Pro Football Hall of Fame
Director of Merchandise
330-704-9147
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Jeannie Wilson
Absolute Home Health & Hospice
Recruitment & Marketing Specialist
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