



Kelli Koch

Strategic Communications | Executive Communications | Internal Communications

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SUMMARY

Strategic communications professional with 16+ years of experience leading communications initiatives that inform employees, support executive leadership, and engage diverse audiences. Skilled at aligning communication efforts with organizational goals while delivering clear, consistent messaging across digital, print, email, and executive communications. Trusted by physicians, executives, and cross-functional leaders to translate complex clinical, research, academic, and organizational information into clear, engaging communications that build trust, strengthen stakeholder relationships, and advance strategic priorities.

KEY ACHIEVEMENTS

- Increased social media engagement 35% while growing followers 20% through strategic content planning.
- Achieved an 80% newsletter open rate and 25% click-through rate for faculty and alumni communications.
- Increased e-commerce sales 25% through targeted digital marketing campaigns.
- Served as a trusted communications partner to executive leadership across a nationally recognized academic medical department, nonprofit healthcare, and professional sports organization.

AREAS OF EXPERTISE

Strategic Communications • Internal Communications • Executive Communications • Content Strategy • Stakeholder Engagement • Brand Storytelling • Digital Communications • Media Relations • Email Marketing • Project Management • Adobe Creative Suite • SharePoint • Canva • Microsoft Office

PROFESSIONAL EXPERIENCE

Associate Communications Specialist

Vanderbilt University Medical Center Department of Obstetrics and Gynecology

Nashville, TN | 09/2019 – 06/2025

- Directed strategic communications for a nationally recognized academic medical department, ensuring consistent messaging across executive, digital, print, email, and social media channels.
- Revitalized social media strategy, increasing engagement by 35% and followers by 20% through a content calendar highlighting department research and achievements.
- Enhanced the department website through content optimization, navigation improvements, and accessibility enhancements to better serve patients, faculty, and staff.

- Launched and managed a quarterly newsletter for 500+ faculty and alumni from concept through execution, achieving an 80% open rate and 25% click-through rate.
- Translated complex clinical and academic information into clear, accessible communications by collaborating with physicians, researchers, and executive leaders.
- Advised department leadership on executive communications, presentations, and reports to support strategic initiatives and organizational priorities.

E-Commerce Coordinator

Pro Football Hall of Fame

Canton, Ohio | 01/2014 – 01/2019

- Increased online sales by 25% through digital marketing initiatives, including weekly email campaigns, web banners, promotional graphics, and seasonal advertising.
- Led a year-long redesign of the Pro Football Hall of Fame e-commerce website, serving as the primary liaison between internal stakeholders and developers while directing site structure, navigation, product organization, user experience improvements, and pre-launch quality assurance.
- Expanded the Pro Football Hall of Fame's autograph events by tripling Hall of Famer and NFL player participation, transforming them into large-scale events requiring cross-functional teams to support ticketing, logistics, crowd management, and player hospitality.
- Managed website merchandising, product content, and promotional campaigns to maintain an accurate, engaging, and brand-consistent online shopping experience.
- Analyzed website traffic, conversion rates, and customer behavior to identify trends and optimize digital marketing performance.

Communications Specialist

Southeastern Ohio Regional Medical Center

Cambridge, Ohio | 08/2009 – 01/2014

- Developed and executed integrated internal and external communications strategies supporting hospital initiatives, physician recruitment, community outreach, and organizational priorities.
- Served as the primary media relations contact, cultivating relationships with local media and promoting hospital services, new physicians, community programs, and organizational achievements.
- Established the hospital's social media presence in 2009, launching campaigns that promoted community programs and inspired interest in healthcare careers among high school students through the hospital's Medical Explorers program.
- Managed production of the hospital's annual report and launched a quarterly quality report while creating press releases, newsletters, website content, brochures, social media campaigns, and other strategic communication materials.
- Managed website content and digital communications, ensuring timely, accurate, and brand-consistent messaging across multiple channels.
- Supported hospital accreditation, fundraising, and community engagement initiatives through communications for Joint Commission recognition, annual giving campaigns, foundation events, and community outreach programs.

EDUCATION

Kent State University

Bachelor of Science, Public Relations

08/2003 - 05/2008