

Kaitlyn Chock

808-937-2791 • kaitlynchock@gmail.com • @thtwhtkatiesaid • kaitlynchock.com

Director of Marketing and Publicity, A-WOL Dance Collective, Portland, Ore.

Winter 2016 - Present

- Manage and redesigned newsletter, writing all content and creating graphics
- Publicize A-WOL's company and training company performances, workshops, camps and classes
- Help manage and run shows, including finding and managing more than 50 volunteers, soliciting advertisers and photographers and coordinating the design and distribution of flyers and programs
- Manage A-WOL's donation program and assist with strategic planning and execution of fundraisers

Public Relations Coordinator, adidas America Portland, Ore.

Winter 2017 - Winter 2018

- Supported sports performance PR managers with media relations efforts including writing releases, pitching media opportunities and staffing interviews and media events
- Assisted PR managers with strategic planning around key launches and events, working cross-category with various business units; writing messaging, determining strategy, creating tactics and helping to execute the outlined plans, ensuring the team is hitting deadlines

Strategic Communications Coordinator, Cambia Health Solutions, Portland, Ore.

Winter 2016 - Winter 2017

- Strategized and developed customer facing communications, typically related to crisis management, including blog posts, press releases, member letters and web pages
- Managed customer concerns on social media about sensitive health insurance complaints and trained customer service team to appropriately and compassionately respond to members on social media
- Developed and managed a weekly newsletter for executives to share company updates, news highlights and issues the communications team was tracking

Associate Account Executive, Mobility Public Relations, Portland, Ore.

Summer 2014 - Winter 2016

- Oversaw six social media accounts: drafting and posting copy, monitoring engagement, editing and overseeing China-based team's content, and developing monthly analytics reports
- Designed infographics, block diagrams, and event graphics for publications and client's social media using Adobe Creative Suite and Canva
- Managed firm's nonprofit arm, spearheading an art therapy event supporting Randall Children's Hospital

Marketing Intern, OpenSesame, eLearning Marketplace, Portland, Ore.

Summer 2013

- Composed a strategic social media plan and managed Twitter, Facebook and Instagram
- Designed and published personal branding course viewed by more than 500 individuals
- Developed content for company blog targeting HR professionals and increased organic visits to the site by 10 percent

Education

University of Oregon, Eugene, Ore., Bachelor of Arts, Journalism, June 2014

Majors in Public Relations, Communication Studies and Humanities, Minor in Business Administration