

# Kaitlyn Chock

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## **Community Relations Coordinator, Nutritional Therapy Association, Portland, Ore.**

July 2018-Present

- Maintain all community outreach activities, including writing a monthly newsletter for more than 4,000 members and developing a professional development program for alumni
- Help plan and execute annual conference for more than 1,000 attendees, including managing the conference website and app, and running the exhibitor program and managing about 100 exhibitors
- Manage trade show program, handling logistics for the shows and prepping all booth staff, and developing a process to track the number of leads each show generates

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

Nov. 2016 - June 2018

- Helped 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
- Managed A-WOL's donation program and assisted with strategic planning and execution of fundraisers
- Managed and redesigned newsletter, writing all content and creating graphics
- Publicized A-WOL's company and training company performances, workshops, camps and classes

## **Public Relations Coordinator, adidas America, Portland, Ore.**

Jan. 2017 - Feb. 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.**

Jan. 2016 - Jan. 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.**

July 2014 - Jan. 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
- Managed firm's nonprofit arm, spearheading an art therapy event supporting Randall Children's Hospital
- Served as a project manager ensuring my team and clients met deadlines

## **Education**

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

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