

Kelsey D. Haynes

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Education

Bachelor of Arts, Integrated Marketing Communication, Wichita State University, Wichita, Kan., 2014
Associate of Arts, Coffeyville Community College, Coffeyville, Kan., 2010

Professional Awards & Memberships

- (2014) Niles Home Employee Innovation Award, Niles Home for Children
- (2015 - 2016) Board Member - Kansas City Chapter of Public Relations Society of America (VP of Prism)
- (2017 - present) Literacy KC Volunteer + monthly donor
- (2018 - 2019) Communications Chair, Zeta Phi Beta Sorority, Inc., Omega Iota Zeta Chapter

Career Experience

Owner and Chief Strategist | #KelseyDH Communications | Est. 2019

- Wrote blog posts with corresponding social media copy - Blue Symphony LLC (January – March 2019)
- Developed and currently managing brand management plan – New Steps Behavioral Health
- Sought out as a contract writer for KC Options Magazine (present)

Strategic Communications Associate | University of Missouri-Kansas City | June 2016 - present

- Serves as media relations liaison for the School of Computing and Engineering and School of Education
- Steps in as proxy spokesperson
- Collaborates with external relations as the primary writer for executive leadership and major event scripts
- Overseeing communications efforts leading up to the new engineering building opening fall 2020
- Wrote 2 web stories that landed among the top 10 most read in 2017 and 2019
- Launched the chancellor's Friday Five campus newsletter, which averages a 20% open rate
- Developed and co-launched the UMKC social media ambassador program
- Brainstormed and built digital news release template in accordance with best practices to track opens and strategize media follow up

Communications and Events Coordinator | Niles Home for Children | August 2014 - April 2016

- Increased Niles 5K net profit by \$10,000 in 2015
- Increased social media reach by 24 percent
- Coordinated website upgrade, which decreased bounce rate by 10 percent from previous site
- Designed Niles Home placeholder brochure, which reached approx. more than 400 target audience members
- Responsible for cultivating profitable community relationships – brought in \$10,000 Grainger donation for facilities upgrades
- Developed and executed yearly communications plan
- Led brand refreshment process – provided input for graphic designers to develop new colors and logo, and approved final submissions for new marketing collateral