

# 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 Accolades & 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
- (present) Communications Summit Event Committee Member - KCIABC
- (December 2020) Featured in social media series as emerging leader in communications - KCIABC
- (present) Member - ColorComm, professional development organization for women of color in communications

## Career Experience

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

- Responsible for cultivating profitable community relationships
- Served as a community engagement representative helping to raise awareness for the organization's mission
- Co-managed volunteer recruitment and advocacy groups
- Developed and managed budgets for key Niles events; increased Niles 5K net profit by \$10,000 in 2015
- Developed and executed yearly communications plan
- Increased social media reach by 24 percent
- Led brand refreshment process – provided input for graphic designers to develop new colors and logo, and approved final submissions for new marketing collateral

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

- Serves as media relations liaison for the Schools of Computing and Engineering and School of Education
- Collaborates with external relations as the executive writer for campus leadership
- Developed Black Excellence storytelling project to highlight underrepresented faculty and staff
- Steps in as proxy spokesperson
- Brainstormed and built digital news release template in accordance with best practices
- Contributes ideas to solve team challenges and continually increase efficacy
- Serves as a member of the COVID communications team

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

- Contracted as a writer for technology blog posts - Blue Symphony LLC (January – March 2019)
- Developed and currently managing brand refreshment strategy for New Steps Behavioral Health
  - Serve as content strategist and editor
  - Successfully pitched owner client as a mental health expert for Kansas City Star
- Served as a contributing writer for KC Options Magazine, produced by KCADC
- Creates blog and multimedia content to engage followers and support small business communications efforts