

KELLY BELCHER

EXPERIENCED MANAGER
MARKETING SPECIALIST
COMMUNITY LIAISON

CONTACT INFO:

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Online Portfolio:

KellyBelcher.com

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EDUCATION:

Master of Business Administration

Plymouth State University

Completed June 2016

Healthcare Administration Certificate

Plymouth State University

Completed December 2012

Bachelor of Business Administration

Saginaw Valley State University

Completed May 2002

PROFESSIONAL PROFILE

- Twenty-five years employment history in service industries including retail, tourism, hospitality, healthcare, and non-profit organizations
 - Twenty-two years of continued career advancement in leadership and management roles, supervising teams of up to 15 staff members
 - Nineteen years sustained development of marketing skills including strategic planning, budget preparation, branding implementation, and the creation and dissemination of a wide variety of collateral materials
 - Twelve years experience in corporate and community liaison roles; initiating and maintaining relationships with local, state, and national organizations
 - Twelve years of active volunteerism with animal advocacy groups including animal welfare and rescue organizations and animal assisted therapy work
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RELEVANT EXPERIENCE

- **Management/Leadership**
 - ⇒ Served as the Sponsorship Coordinator for the Dow Tennis Classic, overseeing fundraising efforts and the fulfillment of all contracts
 - ⇒ Created budgets and financial reports including dashboards, ROI analysis, sales/expense reporting and cash/inventory auditing
 - ⇒ Developed policies for marketing protocols, branding specifications, retail operations, office procedures and employee training
 - ⇒ Identified and prioritized tasks while supervising and directing the activities of department leaders, sales staff and volunteer teams
 - ⇒ Scripted job descriptions, conducted interviews, trained and evaluated employees and handled corrective actions
- **Customer Service/Sales**
 - ⇒ Spearheaded a committee to address common patient concerns regarding customer service for a multiple-specialty medical clinic
 - ⇒ Partnered with a Behavioral Scientist to develop customer service employee training videos for medical staff and resident physicians
 - ⇒ Set and consistently achieved sales/fundraising goals for non-profit organizations and for-profit businesses
 - ⇒ Improved information/database management for member services and database segmentation strategies for non-profit organizations
 - ⇒ Supervised and trained the sales force at a large retail shop in Frankenmuth, MI and fitness centers in both Flint and Midland, MI
- **Event Management/Logistics**
 - ⇒ Took a leadership role in the planning and presentation of the Dow Tennis Classic, a week-long, international sporting event in Midland, MI
 - ⇒ Organized numerous press conferences and media opportunities for the Food Bank of Eastern Michigan during the Flint Water Crisis
 - ⇒ Partnered with VGs Grocery and SpartanNash representatives to plan and execute an annual community event and wine tasting fundraiser
 - ⇒ Coordinated with multiple vendors and venues in the planning, set-up, and successful execution of health fairs, expos, and community events
 - ⇒ Managed large silent auctions from garnering donations to developing auction materials and supervising the auction close out procedures

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ADDITIONAL TRAINING:

Bloomberg Non-Profit Storytelling Conference - November 2016

Advanced Non-Profit Annual Report Master Class - June 2016

Disney Institute Leadership & People Management Course - May 2011

Dale Carnegie Coaching Course (Top Coaching Award) - May 2005

Dale Carnegie Training Course (Vision Award) - December 2005

REFERENCES:

Cathy Blankenship - VP of Development

T: 810-396-0211

E: cblankenship@feedingamerica.org

Scott Mitchell - Executive Director

T: 989-205-9443

E: scott@premiertennisconsulting.com

Mike Andrews - Director of Tennis

T: 260-437-0440

E: conjorjen@gmail.com

Jennifer Baker

T: 810-348-7434

E: wellness0819@gmail.com

ADDITIONAL EXPERIENCE

- **Marketing/Branding**

- ⇒ Created corporate and campaign-specific strategic marketing plans based on organizational missions and corporate goals
- ⇒ Developed departmental budget proposals and supporting materials for negotiation with administrative teams and board members
- ⇒ Identified market research needs and worked with outside vendors to determine local brand recognition through polls and focus groups
- ⇒ Designed promotional materials, print advertisements, social media collateral, e-marketing pieces, company logos, and websites
- ⇒ Authored public statements, press releases, newsletters, blog posts, social media content, and advertising scripts for TV and radio spots

- **Community/Public Relations**

- ⇒ Acted as liaison between the Food Bank of Eastern Michigan and the community and corporate representatives assisting in fundraising and volunteer recruitment during the Flint Water Crisis
- ⇒ Organized press opportunities, as many as 4 per day, for corporate donors and media personnel following the Flint Water Crisis story
- ⇒ Spearheaded the marketing efforts of the Resource Recovery Group and the Advisory Committee for the Flint Community Help Centers
- ⇒ Served on committees for the Saginaw County Medical Society Health Fair and the AGES Geriatric Medical Conference, as well as participating with the Great Lakes Bay Community Advisory Council

- **Corporate Engagement**

- ⇒ Coordinated materials and ensured an excellent corporate experience for over 80 sponsors and their guests during the Dow Tennis Classic
 - ⇒ Represented the Food Bank of Eastern Michigan in public and on live radio broadcasts during a 12-week fundraising campaign with Halo Country, LLC and LormaxStern
 - ⇒ Supported corporate partnership fundraising efforts through the creation of co-branded promotional materials and online giving pages
 - ⇒ Assisted in the development of a corporate annual giving program for
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EMPLOYMENT HISTORY

- 2018 - 2020 **Director of Member Relations & Sponsorship Coordinator**
Greater Midland Tennis Center: Midland, MI
- 2020 - Present **Community Relations Coordinator**
- 2015 - 2018 **Marketing and Communications Manager**
Food Bank of Eastern Michigan: Flint, MI
- 2014 - 2015 **Business and Marketing Manager**
Insight Health & Fitness (formerly Hurley): Flint, MI
- 2012 - 2014 **Membership/Marketing/Advertising Coordinator**
Hurley Health & Fitness Center: Flint, MI
- 2008 - 2012 **Community Relations Representative**
Synergy Medical Education Alliance: Saginaw, MI
- 2006 - 2008 **Office Manager/Marketing Coordinator**
Saginaw Bay Symphony Orchestra: Saginaw, MI