

KELLY BELCHER

MARKETING SPECIALIST
COMMUNITY LIAISON
FUNDRAISING PROFESSIONAL

CONTACT INFO:

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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-seven years employment history in non-profit/service industries
- Twenty-four years of career advancement in leadership roles with responsibilities including strategic planning, budget preparation and supervising teams of up to 15 staff members
- Twenty years sustained development of marketing skills including campaign development, branding implementation, and the creation and dissemination of a wide variety of collateral materials
- Sixteen years experience in community engagement and liaison roles; initiating and maintaining relationships and collaborations with local, state, and national organizations and media centers
- Sixteen years of fundraising experience including event management, sponsorship recruitment and contract fulfillment, and the coordination of several, successful multi-faceted fundraising campaigns

RELEVANT EXPERIENCE

- **Management/Leadership**
 - ⇒ Served as the Sponsorship Coordinator for the Dow Tennis Classic, overseeing fundraising efforts and the execution 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
- **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**
 - ⇒ Represented a professional sporting event, the Dow Tennis Classic, as the Sponsorship Coordinator, working to raise funds and promote the event to our corporate partners throughout the community and the country
 - ⇒ 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
 - ⇒ Collaborated in the marketing efforts of the Resource Recovery Group and the Advisory Committee for the Flint Community Help Centers
 - ⇒ Served on planning committees for the Saginaw County Medical Society Health Fair and the AGES Geriatric Medical Conference

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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:

Crystal Travis - Dir. of Community Engagement
T: 810-396-0236
E: ctravis@fbem.us

Shelley DuFort - Senior Community Liaison
T: 248-568-3365
E: sdufort@bcbsm.com

Mike Andrews - Director of Tennis
T: 260-437-0440
E: conjorjen@gmail.com

Scott Mitchell - Executive Director
T: 989-205-9443
E: scott@premiertennisconsulting.com

ADDITIONAL EXPERIENCE

• 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
- ⇒ 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 the Food Bank of Eastern Michigan

• Event Management/Logistics

- ⇒ Organized a large press conference in Flint, MI with out-of-state PepsiCo representatives and a private marketing firm in Detroit
- ⇒ Partnered with VGs Grocery and SpartanNash representatives to plan and execute a large community event and wine tasting fundraiser
- ⇒ Coordinated with multiple vendors and venues in the planning, set-up, and successful execution of business expos, health fairs, press conferences, and many other community events
- ⇒ Managed large silent auctions from garnering donations to developing auction materials through supervising the auction close out procedures

• 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 a fitness center in Flint, MI

EMPLOYMENT HISTORY

- 21-Pres / 15-18 **Marketing and Communications Manager**
• 2020 - 2021 **Community Relations Coordinator**
Food Bank of Eastern Michigan: Flint, MI
- 2018 - 2020 **Director of Member Relations & Sponsorship Coordinator**
Greater Midland Tennis Center: Midland, 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