

KELLY BELCHER

CREATE • ENGAGE • DEVELOP

CONTACT

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EDUCATION

MBA
Plymouth State University
Completed June 2016

GCert in Healthcare Admin.
Plymouth State University
Completed December 2012

BBA
Saginaw Valley State University
Completed May 2002

TRAININGS

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

PROFESSIONAL EXPERIENCE

Communication/Marketing

- Managed most aspects of external communication for the Food Bank of Eastern Michigan including website, social media, annual reports, donor appeals, event promotion, advertising and press exposure
- Responsible for gathering and sharing impact stories in meaningful and moving ways to encourage understanding and support
- 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, annual reports, board documents, 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
- Assisted in the creation of grant proposal materials, letters of support, strategic plans, and financial materials

Community/Corporate Engagement

- Represented 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 a community and corporate liaison and representative for Food Bank of Eastern Michigan; assisting in public communication, 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
- 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

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CAREER PROFILE

- Twenty-eight years employment in non-profit and service industries
- Twenty-five years of career advancement in leadership and supervisory roles
- Twenty years sustained development of marketing and communication skills
- Seventeen years experience in community engagement roles
- Seventeen years of fundraising and development experience

REFERENCES

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

Shelley DuFort
Senior Community Liaison
Blue Cross Blue Shield of Michigan
T: 248-568-3365
E: sdufort@bcbsm.com

Connie Peters
Development Manager
Food Bank of Eastern Michigan
T: 810-396-0217
E: copeters@fbem.us

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

PROFESSIONAL EXPERIENCE

Management/Leadership

- 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
- Created budgets and financial reports including dashboards, ROI analysis, sales/expense reporting and cash/inventory auditing
- Developed policies for marketing protocols, branding guidelines, retail operations, office procedures and employee training
- Identified and prioritized tasks while supervising and directing the activities of department leaders, sales staff and volunteers
- Scripted job descriptions, conducted interviews, trained and evaluated employees and handled corrective actions

EMPLOYMENT HISTORY

- 2021-Present **Marketing and Communications Manager**
- 2020 - 2021 **Community Relations Coordinator**
Food Bank of Eastern Michigan: Flint, MI
- 2018 - 2020 **Director of Member Relations**
Greater Midland Tennis Center: Midland, MI
- 2018 - 2020 **Sponsorship Coordinator**
Dow Tennis Classic: Midland, MI
- 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