

# Kaitlyn Chock

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## **Business Development and Content Strategy, Closed Loop Cooking, New York, N.Y.**

Sept. 2018-Present

- Head up partnership development for the events and membership programs, lead the virtual event strategy for 2021 and support the development of a membership program
- Support content and advertising strategy for the newsletter and editorial calendar and assist with writing and editing
- Hosted quarterly zero-waste dinners in Portland; helped to manage logistics, source ingredients and supplies, develop the menu, and prepare and serve the five-course meals and cocktails

## **Community Relations Coordinator, Nutritional Therapy Association, New York, N.Y.**

July 2018-January 2021

- Maintained all community outreach activities, including writing a monthly newsletter for more than 4,000 members, and helped to develop a professional development program for alumni
- Helped plan and execute annual conference for more than 1,000 attendees, managing the conference website and app, running the exhibitor program and managing about 100 exhibitors
- Managed trade show program, handled logistics for the shows, prepped all booth staff and developed a process to track the number of leads each show generates

## **Director of Marketing and Publicity, A-WOL Dance Collective, Portland, Ore.**

Nov. 2016 - June 2018

- Helped manage and run shows, including finding and managing more than 50 volunteers, soliciting advertisers and photographers and coordinating the design and distribution of flyers and programs
- Managed A-WOL's donation program and assisted with strategic planning and execution of fundraisers
- Publicized A-WOL's company and training company performances, workshops, camps and classes

## **Public Relations Coordinator, adidas America, Portland, Ore.**

Jan. 2017 - Feb. 2018

- Supported sports performance PR managers with media relations efforts including writing releases, pitching media opportunities and staffing interviews and media events
- Assisted PR managers with strategic planning around key launches and events, working cross-category with various business units; writing messaging, determining strategy, creating tactics and helping to execute the outlined plans, ensuring the team is hitting deadlines

## **Strategic Communications Coordinator, Cambia Health Solutions, Portland, Ore.**

Jan. 2016 - Jan. 2017

- Strategized and developed customer facing communications, typically related to crisis management, including blog posts, press releases, member letters and web pages
- Managed customer concerns on social media about sensitive health insurance complaints and trained customer service team to appropriately and compassionately respond to members on social media
- Developed and managed a weekly newsletter for executives to share company updates, news highlights and issues the communications team was tracking

## **Education**

University of Oregon, Eugene, Ore., Bachelor of Arts, Journalism, June 2014

Majors in Public Relations, Communication Studies and Humanities, Minor in Business Administration