

Kaitlyn Chock

808-937-2791 • kaitlynchock@gmail.com • kaitlynchock.com • @thtwhtkatiesaid

Communication Strategist, WebMD Health Services, New York, N.Y.

April 2021-Present

- Develop and coordinate campaigns, across multiple mediums, based on each client's unique needs and employee or member populations
- Serve as the principal communication channel between clients and WebMD for day-to-day project management tasks related to communication campaigns
- Work collaboratively with the production manager, creative team, client team and client to implement campaign tactics

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

Sept. 2018-Present

- Manage the virtual event strategy and support the development of a virtual membership program
- Support content and advertising strategy for the newsletter and editorial calendar and assist with writing and editing

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

Education

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

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