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KELLY C. BROCKMEIER

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PROFILE

High energy leader with expertise in the art & science of marketing/comms strategies.

Experience building & rebuilding highly effective teams that drive organizational value.

EDUCATION

Master's Degree

Integrated Marketing/Comm.
Northwestern University

Bachelor's Degree

Comms/Journalism
Florida State University

SKILLS

Team Building

Servant Leadership

Brand Management

Content Marketing

Advertising

Media Spokesperson

Social Media Mgmt.

Web Development

Video Production

WORK EXPERIENCE

NATIONAL DIRECTOR PR & SOCIAL MEDIA

Wounded Warrior Project | Jacksonville, FL | 2019-present

In this role I lead a team of 12 including two managers and manage an \$11M budget. I oversee & direct this national nonprofit's public relations, social media and public awareness activities. This includes creating content for 4 social channels to keep 3.5M+ followers engaged with WWP. In FY20, my team increased both Facebook & Instagram engagement 34%, Twitter 53% and LinkedIn 172%. Our engagement rate is 3x that of other major nonprofits. Additionally, I'm responsible for our PR efforts and the development and delivery of our public service announcement campaigns. In 2020 we received \$100M in gift-in-kind media, a first for WWP. An original documentary I produced, aired on national TV 5x and grew donations 179% YOY in its time periods.

SYSTEM DIRECTOR MARKETING & COMMUNICATIONS

St. Vincent's HealthCare, Ascension | Jacksonville, FL | 2009-2019

In this role I led a team of six & an agency-of-record to grow brand awareness and health system volume (3 hospitals & 60+ clinic & physician offices). Notable accomplishments include: a campaign that grew annual ER volume by 35%, brand overhaul of St. Vincent's that moved our top of mind awareness score from 4th to 2nd place, oversaw rebranding of St. Luke's, led marketing efforts for opening of 3rd hospital, grew Facebook followers 230%, launched a new website and grew visits 169%, implemented St. Vincent's first CRM, produced weekly radio shows and monthly TV segments as well as large scale marketing events & more than 600 marketing videos which resulted in 1.2M YouTube views. Managed \$5M budget.

PR MANAGER

Shands Jacksonville/UF Health | Jacksonville, FL | 2006-2009

I served as the hospital spokesperson & media liaison for this large academic health system. Notable accomplishments: increasing earned media, launched video production capabilities, managed a series of crisis events that made national news & selected among 8k associates for a year long Exec. Fellowship program. Managed a team of 4.

ASSISTANT NEWS DIRECTOR

WAWS/WTEV Clear Channel TV | Jacksonville, FL | 1997-2004

In this role I led newsroom staff & daily production of 8 newscasts at the FOX/CBS duopoly. In my time there, our station won numerous AP awards for excellence in broadcasting. Managed a team of 70 producers, editors, directors, anchors, reporters & assignment managers.

NEWS PRODUCER

WCTV, WINK, WTSP, WJXT | 1993-1997

I served as a TV news producer at several stations across FL. From Tallahassee to Fort Myers and eventually in Tampa, the 12th largest market in the U.S.