

K|B

# KELLY C. BROCKMEIER

WWW.KELLYBROCKMEIER.COM

## CONTACT

904.803.1901 

kcbrockmeier@mac.com 

Jacksonville, FL 

linkedin/in/kcbrockmeier 

## 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 CONTENT MARKETING & SOCIAL MEDIA

#### **Wounded Warrior Project | Jacksonville, FL | Sept. 2021-present**

*In this role, I lead & direct this national nonprofit's content marketing, social media, video production, & public awareness advertising activities. My team creates content for 4 social channels to keep 3.5M+ followers engaged with WWP. In FY20, we increased both Facebook & Instagram engagement 34%, Twitter 53% and LinkedIn 172%. Our engagement rate is 3x that of other major nonprofits. Also oversee development and delivery of our public service announcement marketing campaigns. In 2020 we received \$100M in gift-in-kind media, a first for WWP. Recently executed a network takeover for the 20<sup>th</sup> anniversary of 9/11, a four-part partnership with Marvel, a TV segment with Dr. Phil and a Veterans Day collaboration with A&E. Lead a team of 11 including two managers (Social & Multimedia) and a budget of \$13M.*

### NATIONAL DIRECTOR PR & SOCIAL MEDIA

#### **Wounded Warrior Project | Jacksonville, FL | April 2019-Sept. 2021**

*In this role I led public relations, social media, content development & PSA advertising efforts. Oversaw a talented team of 12 including two managers (Social & PR) and managed a \$13M budget. Grew media reach through PR efforts by 72% in 2020 and 25% in 2021. Newsroom pageviews grew 14% in 2020 and 24% in 2021. An original warrior documentary I produced aired multiple times on national TV and grew donations 179% YOY in its time periods in 2020/21.*

### 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 from 4<sup>th</sup> to 2<sup>nd</sup> place, oversaw rebranding of St. Luke's hospital, led marketing efforts for opening of 3<sup>rd</sup> 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: increased 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.*