

Kellie Michelle Shannon-Fichter
kellie.fichter96@gmail.com - 210-316-3474

KEY SKILLS:

Highly resourceful manager with more than 20 years of experience. I am a driven, self-motivated, team player with solid organizational skills and a strong work ethic. With expertise in the areas of project management, marketing, communications and donor/client development, I am looking to join an organization where I can use my critical thinking and problem solving abilities to make a difference.

EXPERIENCE:

Wave Healthcare; San Antonio, Texas

Director of Marketing and Community Relations - 5/2021 to Present

Creates and maintains marketing and communication assets and content across external web, social platforms, and print collateral. Provides support to the Clinical Outreach team in their efforts to identify, develop and maintain relationships with referral sources such as patient case managers, social workers, physicians, nurses, etc. Conducts strategy meetings and manages Customer Retention Management database to ensure relationships are well maintained and new opportunities are consistently being fostered. Responsible for fielding communications requests from company departments such as Operations and HR including recruitment outreach and patient notifications related to their care. Oversees Philanthropic partnerships and manages incoming donation requests. Serves as representative at public-facing events that build coalitions around relevant causes that tie to the mission of improving healthcare for children living with medical complexities. Oversaw and managed complete re-branding of company logo, web site, videos and all relevant printed collateral materials.

ChildSafe; San Antonio, Texas

Director of Corporate Relations and Marketing - 8/2020 to 4/2021

Serves as a representative for a nonprofit Children's Advocacy Center who serves to restore dignity, hope and trust for children traumatized by abuse and neglect. Duties include designing, implementing, and managing a comprehensive plan focused on expanding and enhancing corporate and business relationships. Responsible for creating impactful and meaningful partnerships that are tailored to meet the needs of partnering organizations. Provides partners with opportunities to enhance their community profile and interests in social responsibility. Works to improve ChildSafe's financial welfare through both resource development to offset costs and fundraising efforts. In addition to fundraising duties, also works closely with the Chief Advancement Officer to help plan, develop and implement marketing and communications strategies to raise overall awareness and uphold a positive image of ChildSafe. Assists in the development and coordination of content for website, social media, mass mailings, e-newsletters, brochures and all other outward-facing collateral.

Texas Public Radio; San Antonio, Texas

Director of Corporate Support - 12/2012 to 8/2020

Manages Corporate Underwriting fundraising program. Oversees a staff of five Corporate Relations Associates, the Traffic Director, the Business Membership Coordinator and the Digital and Marketing Support Representative. Participates in the renewal of existing contracts and prospecting for new underwriters. Responsible for establishing underwriting packages and setting rates, creating and maintaining sales materials, managing collections procedures, ensuring compliance with FCC Regulations, and integration of underwriting with traffic systems. Identifies new opportunities for corporate sponsorships such as online and mobile, and event sponsorships. Responsible for ensuring the attainment of roughly 2 million dollars in annual revenue, 40% of overall operating budget through four funding sources which include on-air messaging (underwriting), event sponsorship, business and nonprofit membership and digital sales.

Assistant Director of Corporate Relations - 10/2009-12/2012

All duties as listed below with the addition of supporting the Director of Corporate Relations by way of assisting with supervision of staff of three Corporate Relations Associates, the Traffic Director and the Business Membership Coordinator.

Non-Profit Communications Coordinator - 4/2006-10/2009

Performing numerous supportive roles in the Development and Corporate Relations Departments. Assisting in increasing revenues and membership through the conception, planning and implementation of member. Creating marketing materials for those events. Conceptualized new membership category for the support of area non-profits and created corresponding web and print materials for this project. Writing underwriting messages and completing broadcast orders.

Fishead Design Studio and Microgallery; San Antonio, Texas**Partner/Owner - 5/2000-4/2006**

Helped create and launch a successful start-up graphic design and marketing company. Aggressively built up a client base from zero to \$10,000 in monthly revenue within the first six months of the company's existence. Responsibilities included sales, marketing, company branding, creative meetings with clients, collections and general office management.

Bexar County Medical Society Staffing Services, San Antonio, Texas**Sales and Marketing Manager - 9/1997-5/2000**

Primary Responsibility was the generation of operational revenue necessary to support all branches of a non-profit service organization. Duties included implementation of marketing programs and direct management of sales support staff of five. Consistently maintained and exceeded monthly sales quotas through existing and new client relations. In addition, was responsible for presenting revenue reports, participating in recruiting events, and attending public relations functions within the medical community.

EDUCATION:

Bachelor of Science in Communications Management, Missouri State University, Springfield, Missouri, 1991.