

KATELYN MORGAN – SR MARKETING MANAGER

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(413) 522.6810

Experience Summary

Healthcare Communications – 16 years	Political Communications – 1 year	I.T Internal Communications – 1 year	Startup and PR agency communications – 5 years
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CAREER BACKGROUND

GRAIL – Menlo Park, CA

Sr Marketing Manager

May 2022 – present

- Manages multi-faceted events for over 5000+ attendees
- Created leadership talking points for speaker panels and fireside chats
- Grew conference schedule to over 30+ in 2 years while staying on budget
- Manages largest enterprise budget of over \$300,000
- Secures and executes key event opportunities in the distribution and life insurance industry.
- Drives thought leadership through media, earned and paid.
- Expands the GRAIL roster of advocates to grow industry adoption.
- Improving and simplifying marketing story with essential experiences and user journey
- Owns the end-to-end B2B external communications content strategy and creates assets that build brand awareness and engage prospects across the buyer's journey.
- Recommend content distribution strategies across various channels, including both paid and organic.
- Staffs video production and shoots

FIRST AMERICAN INSURANCE AGENCY– Chicopee, MA

June 2019 – May 2022

Marketing & Communications Manager

- Increased organic SEO, moving FAIA website to 1st in Google search
- Successfully implemented a marketing automation tool and an online bill-pay app
- Executed new email drip campaigns for policy and product updates
- Acted as a liaison for media inquiries, wrote press releases, and managed the public relations process
- Resulted in two media interviews and five hits during the 2020 agency acquisition, both in trade and regional media.
- 2019 successfully staffed two media interviews with five press release pickups in regional and trade media
- Manage all marketing initiatives for the business, including social media accounts, content creation and management, publication, and coordinating marketing with various sales activities
- Created and oversaw marketing budget and was responsible for brand management and corporate identity.

WELLFLEET INSURANCE (formally CHP) – West Springfield, MA

Marketing & Communications Lead

October 2018 – May 2019

- Developed 75 marketing assets for three different audiences. Resulted in getting them all passed through compliance in the State of Georgia for selling.
- Worked with leadership and C-suit to develop the marketing strategy, execution, and market rollout planning for existing and new Group & Voluntary products.
- Developed external communications to customers, prospects, and partners, including blogs, sales pieces, social media, press releases, emails, online forms, and monthly newsletters.
- Event support included employee roadshows, exhibitions, and seminars.

LINDACARE, Hartford, CT (startup, closed in May of 2022)

Marketing & Communications Manager, U.S.A & Europe

Jan 2018 – October 2018

- Organized and executed all event and tradeshow activities, nationally and internationally. Successfully brought a total of hot 10 leads per show
- Executed external communications tactics like blogs, social media engagement, and website content development.

- Proposed and managed marketing research projects to generate consumer insights to support improved marketing strategy and communications.

TEN DIGIT COMMUNICATIONS, Hartford, CT (startup, sold in 2019)

Chief of Staff

February 2017 – January 2018

- Ensured all marketing communications were coordinated and supported marketing plan objectives
- Executed all tradeshow activities and sales generation leads – organized travel, booth setup, social media planning, and media activities.
- Planned and directed all administrative, financial, and operational activities for the President and CEO.

UPWARD HARTFORD – Hartford, CT (startup)

Marketing Specialist

May 2017- November 2018

- Responsible for all social media channels, blog writing, and website content development, drafting, and execution of marketing plans.
- Presented ideas for marketing and sales campaigns and drafted and executed annual marketing campaigns.
- Developed marketing documents such as best practices, welcome letters, and rules of the road.

MARKET MENTORS, West Springfield, MA

Public Relations Specialist -1099 Contractor

April 2016- October 2016

- Responsible for building media lists, organizing editorial calendars, and planning features. Secured earned media; pitched trade publications.
- Wrote client press releases and case studies and drafted bylines. Created web copy, researched, and prepared briefing sheets relating to client relationships with industry and trade organizations.

MASSMUTUAL, Springfield, MA

Internal Communications Consultant- I.T Awareness & Corporate Engagement

December 2014-August 2015

- Created internal marketing and promotional materials educating employees on IT standards & Policies, information security best practices
- Developed presentations (including to c-suit) enabling Enterprise Information Risk Management (EIRM) to deliver an awareness of strategic initiatives to a variety of audiences
- Created and executed educational programs to positively influence employees, contractors, and vendors awareness and knowledge of Information Risk Management policies, risks, controls, and expectations
- Internal communications development

AETNA, INC., Hartford, CT

Senior Communications Consultant

January 2012- December 2014

- Developed and executed communication plans for 2.5 million dollars of business for Pharmacy, Specialty Pharmacy, Voluntary Insurance, and Group
- Lead the development of Aetna's media training, teaching leaders to be effective spokespeople.
- Worked with communications colleagues to identify appropriate media training opportunities for leaders and developed customized strategies as necessary. Responsible for editing press releases and financials, tracked all media during earnings, which took place four times a year
- Developed and secured final approval from all business leaders, subject matter experts, and legal on all written materials for internal and external communications such as press releases, intranet articles, sales communications, acquisitions, and talking points.
- Media contact for local and national media, connecting the requesting reporter with the correct subject matter expert.

GLOBAL STRATEGY GROUP, Hartford, CT

Communications Associate

September 2010-September 2011

- Earned five press hits during the 2011 CT Breast Health Initiative 5k, two TV and three written.
- Successfully helped get CT Gov. Malloy elected to his first term
- Conducted research and assisted in message development for grassroots organizations seeking to influence state government.
- Project management, press outreach, and event planning for multiple clients,
- Worked with national organizations with affiliates or partners in CT; Turned individuals out for public hearings, coordinating letters to the editor and online coalition building for diverse clients, including wind energy clients and political candidates.

PHILIPS REMOTE CARDIAC SERVICES, Windsor, CT

June 2006-April 2010

Marketing Assistant

- Responsible for holiday mailing to over 3,000 patients, which resulted in an 85% increase in patient testing.
- Responsible for copy, project management, and re-branding during a year-and-a-half acquisition. The resulting assets included new marketing materials, a revitalized website, installing a company events team, and an internal reputation overhaul.
- Organized and executed all tradeshow events, sales meetings, and educational presentations. Maintained tradeshow event calendar and updated messaging for tradeshow banners and booths.

Skills:

Canva	Cision /Meltwater	Mailchimp
WordPress	CRM	SEO
Asana	G-suit	Teams, slack

Degrees – | Master of Communications – University of Hartford | Bachelor of Public Relations & Advertising - University of Hartford|