

KELLEIGH WELCH

10R Joseph St. Somerville, MA 02143
Kwelch153@gmail.com • 774.364.1038
[LinkedIn](#)

OVERVIEW

A skilled writer, editor, and communications and brand strategist with four years of management experience in a non-profit setting, Kelleigh is looking for a communications director role that would allow her to utilize her skills to their full potential. Kelleigh taps into her background as a magazine editor to develop editorial and marketing calendars that promote target messaging across channels, utilizing modern, digital solutions to better understand her audience. She is a highly organized project manager, with a vast portfolio of writing, audio, digital, and permanent display projects that all tie back to the strategies she set and encourages engagement between her audiences and her organization. With a keen eye for design, Kelleigh's art direction adds an extra element to the content she and her team develop.

WORK EXPERIENCE

Appalachian Mountain Club (AMC)

Boston, MA

Director of Brand Communications and Design

March 2022–Present

- Develops and implements branding strategy, including design and messaging to promote overall image of organization through all channels.
- Collaborates with other departments to determine best content strategies to support marketing, fundraising, engagement, and revenue.
- Delivers weekly emails to targeted guests through Salesforce to provide details on lodging reservations, and tracks engagement to update messaging.
- Led the development of Salesforce [Knowledge base](#), including collaborating with departments to create a comprehensive article library and chat bot to improve customer and membership services.
- Manages design and editorial projects including on-site educational displays and exhibits, informational signage, newsletter production, retail designs, and more. This process includes setting and maintaining timelines, assigning tasks, informing necessary stakeholders on progress, and hiring vendors for fabrication and installation of final products.
- Manages network of freelance content producers, including negotiating contracts and directing assigned projects according to organization brand.
- Oversees [Books department](#), including collaborating with publishing team to produce 2-5 books per year. Responsibilities include high level copy edit of all published books, leading development of digital assets, outreach for new authors, and project management.
- Sets and maintains annual budget for department.

Director of Content

September 2020–March 2022

- Managed content team, including website and blog, multimedia, design, and publications. Responsibilities were similar to Director of Brand Communications and Design description. Accomplishments included:
 - Developed content for organization's website redesign in 2020 and continued to maintain updates according to set UX strategy.
 - Successfully transitioned the print magazine to digital format on [website](#).
 - Led the development and execution of a pilot [podcast](#), including contract and planning, advertising sales, recording and editing, and distribution.

Managing Editor, AMC Outdoors

August 2018–September 2020

- Managed magazine team. Tasks included developing editorial calendar, setting deadlines, and staying up to date with progress of content to publish four issues per year.
- Worked with design team on magazine layout, infographics, maps, and charts.
- Oversaw editorial process, including pitching article ideas, assigning and editing content, photo research, and posting to web.
- Contributed to writing articles, including news stories and larger features.
- Managed all administrative tasks, including freelancer budget, invoices and contracts, legal requirements, archiving content, and responding to letters to editor.

Account Executive

April 2016–August 2018

- Consulted clients to develop overall media, messaging, and public relations strategy, targeting local and national outlets. Strategies included crisis communication, social media, blog and video content, newsletter layout designs, and more.
- Managed internal projects including onboarding of new employees, internship program, and office management.
- Assisted in RFP proposals and research to help attract new clients and drive new business.

Walks of New York

New York, NY

Social Media Manager and Blog Writer (Freelance)

January 2016–December 2018

- Managed social media channels, sharing original and partner content to build audience engagement.
- Wrote and edited original articles and travel guides about NYC for company blog.

Tour Guide (Part-Time)

January 2016- April 2016

- Curated and led educational walking tours of the Metropolitan Museum of Art for groups of 15 or less.

NewBay Media (Now [Future Publishing](#))

New York, NY

Managing Editor, [Systems Contractor News](#)

January 2015- April 2016

- Led production process of monthly print magazine, keeping writers on track to meet deadlines.
- Worked with art department to design layout, prepping content for print and proofing pages.
- Maintained strong online presence through social media, blogs, and daily newsletters.
- Wrote original and timely features for print and online.
- Developed relationships with sources within the AV industry and attended annual conventions, contributing to the production of trade show dailies.

Assistant Editor, *Pro Sound News/ Pro Audio Review* (Now [Pro Sound Web](#))

July 2012- December 2014

- Wrote original news and feature stories for print and online covering the pro audio industry.
- Assisted the managing editor with print magazine, copyediting, fact checking, and proofing content.
- Attended annual industry trade shows, contributing to the show's daily magazine and meeting with sources.
- Piloted new publication, *Music Festival Business*, acting as chief editor from April 2013-December 2014.

GateHouse Media New England

Framingham, MA

Editor/Reporter, [The Westborough News](#) and [The MetroWest Daily News](#)

June 2010- July 2012

- Planned and created content for weekly publication covering local community news.
- Designed layout of weekly print edition, edited and formatted articles, and proofed pages.
- Reported on local news in Westborough, MA for weekly and daily publications.

EDUCATION

Roger Williams University

Bristol, RI

Bachelor of Arts in Communications, Concentration in Journalism

Graduated May 2010

Bachelor of Arts in Art and Architectural History

Cumulative GPA: 3.68

SKILLS

Management; Project management; Content and brand strategy; Public relations and messaging; Content marketing; Social media; Digital marketing; Email marketing; Podcast production and management; Audio and video editing; Editorial management; Copywriting; Layout design; Magazine publishing; B2B publishing; Newspaper writing; Microsoft Word, PowerPoint, and Excel; Mac OSX; Adobe Acrobat, Illustrator, Photoshop, InDesign, InCopy, Premiere Pro; Salesforce, Knowledge, Marketing Cloud; WordPress; MailChimp; Slickplan; QuarkXPress; Final Cut Pro; GN4; Meltwater; Cision; Facebook; Twitter; Instagram; Youtube; Vimeo; Simplecast

VOLUNTEER WORK

Somerville Winter Farmer's Market, Weekly Market Assistant (November 2021-Present), Marketing and Social Media Coordinator (November 2021-April 2022); **Appalachian Mountain Club**, Volunteer Trip Leader (April 2017-Present), Publicity Chair (July 2017- February 2018); **Massachusetts Women's Political Caucus**, Young Professional Board Member (March 2017–December 2018), YP Board Secretary (October 2017–December 2018); **Open House New York**, Tour Guide (October 2012- October 2015); **Metropolitan Museum of Art**, Member Services Volunteer (August 2013- January 2015)