

Contact

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Self-motivated marketing professional with experience collaborating across business entities and with community partners. Interested in expanding my management skills and continuing to grow my professional relationships.

Education

B.A. Communication
Wittenberg University '14

Kelcie Webster

Visitor Center & Marketing Coordinator

Greater Springfield Partnership (Chamber of Commerce) // January '15 - Present

Champion City Guide & Supply, LLC

- Managing the organizational development and daily operations of CCG&S including hiring, training, managing, and scheduling store staff, as well as, monthly financial meetings with Director of Finance for the Partnership
- Collaboration with chief creative officer of Hucklebuck Design Studio to produce graphics and brand identity for CCG&S
- Research and development of products and merchandise; along with implementation of purchasing and inventory management
- Construction of website and maintenance of online store, inventory, orders and shipping
- \$500k in gross sales over the course of my time as manager; includes +\$90k in gross sales last year, our highest sales year since opening in 2012
- Creation of content and management of the store's social media platforms and connected catalogs

Visit Greater Springfield (Convention & Visitors Bureau)

- Lead the VGS Influencer Program over the past four years: includes vetting and researching influencers, coordinating with influencers on arrangements for lodging, site visits, and contract deliverables
- Co-planning of large community events such as IndieCraft, Holiday in the City, MustardFest, Farmers Market bringing tens of thousands of attendees a year to a growing downtown
- Proactive facilitator in downtown merchant programs and initiatives that create collaboration between restaurants, breweries, retail and other downtown businesses and assets
- Coordinated and produced an award winning video, in partnership with Tourism Ohio, that featured seven site locations and various on-screen talent; video has been used as a commercial spot for broadcast and streaming services targeted towards Columbus with future commercial spots slotted for the Greater Dayton and Springfield area
- Partnering with Wittenberg University to build the students' connection and relationship with downtown Springfield and the local businesses, merchants, restaurants and bars
- Collaboration with group representatives to host large conventions and conferences including Miss Ohio USA, Red Power Round Up, Ohio Travel Association, etc., that help to further generate lodging tax for the community

Greater Springfield Partnership (Chamber of Commerce)

- Developing content (curation of text, photography, etc.) of multiple annual publications while working with sales person/team on ad sales and placement
- Creation of secondary brand graphics for promotional materials, networking and large annual events while following the brand guidelines of the Partnership (Chamber)
- Management of pre-event promotions, logistics, and details with vendors, caterers, venue managers, as well as collaborating with VIP guests including legislators, board members, member businesses, and other community leaders
- Coordinating the day-of operations and tasks for events such as our annual meeting, business expo, annual golf open, Best of Springfield voting and celebration

Young Professionals of Greater Springfield

- Managed the procurement of The Young Professionals of Greater Springfield as a program of the Partnership
- Grew paid membership of SpfldYP to 60+ engaged young professionals including corporate business sponsors and members
- Development of foundational programing at least every other month, with alternating time frames and locations in the hope of creating a familiarity for members of SpfldYP to different businesses, nonprofits and community leaders
- Generating additional engagement opportunities including fundraising as a part of the downtown public art initiative, community involvement and education, and other philanthropic opportunities

Skills

Adobe Creative Suite
Microsoft Word

PowerPoint
Constant Contact

Salesforce
Excel