

Carolyn J. Kovach

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CAREER PROFILE

Energetic communications marketing professional with experience in city government, education and corporate:

- Strategic Marketing and Communications Plans
- Leadership Communications Counsel
- Media Relations; Crisis Communications
- Internal and External Communications
- Speech, Script, Presentation, News/Feature Writing
- Marketing Collateral and Publications Production
- Social Media and Web Content Development
- Project, Budget, Staff & Freelance Management
- Event Planning and Promotions
- Community Relations

WORK EXPERIENCE

City of Parma (Mayor's Office), Parma, Ohio

7/18 – Present

Director of Communications: Promote the city and its leaders through media relations, social media, website content, publications, photography, speech writing and community relations; Parma has a population of more than 81,000 residents and is the seventh largest city in the state

- Post photos, videos and content on Facebook ([City of Parma](#); [Shop Small Parma](#)) and Twitter ([Mayor Tim DeGeeter](#)); engage with residents; increased followers on Facebook by 75 percent and Twitter by 40 percent
- Create strategic communications plans; provide communications counsel for leaders; write speeches and scripts
- Cultivate relationships with local and regional print and broadcast media; collaborate with police and fire PIOs; write and distribute news releases; create talking points for city leaders; manage communications during a crisis
- Capture yearly \$500,000+ in earned media coverage via local and regional print/broadcast news; weekly exposure
- Redesigned city newsletter; oversee all the writing, editing, photography and design of the spring and fall 16-page four-color printed and digital city newsletters; mailed to 30,000 households
- Manage web content and updates; working with Cuyahoga County to redesign the website and transition to a more visually appealing and user-friendly responsive design format
- Oversee the marketing for annual Safety Fair, Document Shredding Event and Christmas in July Food Drive
- Represent the city at community, local business, hospital, school district and chamber events and meetings
- Partner with We Are Parma Proud, Young Professionals of Parma and Chamber of Commerce to promote Parma

Cuyahoga Community College (Tri-C), Cleveland, Ohio

11/12 – 11/17

Project Manager/Writer (Marketing Communications Manager): Western Campus, Brunswick University Center:

Developed strategic digital and print marketing and communications plans to support campus initiatives, program goals, enrollment targets and community outreach; consulted with campus leaders on communications procedures, marketing trends and brand/style guidelines; Western Campus enrolls 13,000

- Conducted market research of Medina County residents and businesses; used data to create a strategic plan for Brunswick University Center; increased enrollment by 40 percent while cutting print ad costs by 50 percent
- Managed marketing relationships with Brunswick University Center's two partners: Franklin University and Tiffin University; created co-marketing campaigns to boost enrollment for partner programs
- Executed a B2C integrated campaign for Brunswick University Center that bolstered brand awareness and enabled the center to exceed its enrollment goals by more than 5 percent over five semesters
- Developed social media targeted campaigns (Facebook, LinkedIn), which increased enrollment by 40 percent for the fall 2017 Conflict Resolution and Peace Studies program
- Managed the transition from print to digital campus newsletter with a cumulative cost savings of \$16,000 over four years; consecutively improved open rates each year
- Provided communications counsel to campus leadership; wrote talking points and scripts
- Planned, executed and promoted the 50th anniversary campus celebration
- Wrote and cultivated stories for media relations; trained frontline staff on crisis communications best practices

Cleveland Metropolitan School District, Cleveland, Ohio

10/10 – 1/12

Publications Strategist: Managed all publications, print advertising, internal communications and website content for the Central Office's Strategic Communications Department; CMSD enrolls 40,000

- Oversaw e-communications; maintained database; increased email list by more than 50 percent and readership by more than 25 percent; directed redesign of three e-newsletters
- Directed website restructure to improve user experience, design and content; launched new alumni association and alumni website portals
- Managed production of reports, magazines, newsletters, brochures, print ads, direct-mail and various marketing collateral for internal clients
- Championed and managed new advertising campaign; developed brand standards
- Supervised graphic designer and web designer; managed projects in a fast-paced environment

Saint Ignatius High School, Cleveland, Ohio

7/03 – 7/10

Director of Communications: Managed all media relations, crisis communications, publications production, marketing, advertising and website content for all-male, 135-year-old Jesuit college-preparatory school; Saint Ignatius enrolls 1,500

- Bolstered market awareness with website redesign; generated weekly web updates and content
- Managed communications team of assistants, interns, editorial board members and freelance photographers, designers, copyeditors and writers
- Helped raise \$31.2 million for Institutional Advancement's four-year capital campaign; developed campaign identity, marketing collateral and a strategic communications plan to reach targeted donor groups
- Captured yearly \$250,000+ in earned media via local, regional and national print and broadcast news
- Cultivated relationships with local, regional and national print and broadcast media; key spokesperson role; wrote and distributed news releases, pitched stories to media, created media talking points for leadership and provided media clip reports documenting all print and broadcast coverage
- Protected school's reputation and stellar brand via development and execution of a crisis communications plan
- Oversaw *Saint Ignatius Magazine* (circulation 16,000); managed magazine redesign; increased circulation by 8,000; increased reader responses by 80 percent; earned three Cleveland IABC editorial and design awards

American Greetings, Westlake, Ohio

3/00 – 7/03

Corporate Communications Editor: Managed internal communications of a global social expressions company

- Redesigned corporate intranet to improve user navigation; saved company \$15,000 by eliminating a weekly printed publication; oversaw the intranet's daily content management
- Wrote articles for B2B newsletters and shared corporate updates with retail store managers
- Directed production of three internal publications featuring employee profiles, corporate strategic plans, B2C marketing projects, product line launches and sales initiatives
- Managed corporate employee events and special projects; coordinated executive Brown Bag Lunch presentations
- Wrote executive biographical briefs, presentations and CEO speeches
- Supervised intranet content administrator, freelance writers and college intern

PRIOR RELEVANT WORK EXPERIENCE

Cleveland Clinic's Lutheran Hospital and Fairview Hospital, corporate communications manager;
South Florida Newspaper Network, county reporter; **Advanstar Communications**, trade press editor

PROFESSIONAL WRITING AWARDS

IABC Cleveland Vision Awards for Magazine Content and Design

Vision Award of Excellence for Communications, Vision Awards of Merit for Magazine Design

Florida Press Association Newspaper Writing Awards

Second Place Feature Writing, Second Place Agricultural Writing, Third Place Environmental Writing

EDUCATION

The University of Akron

B.A. in Business Communications; Marketing minor

PRSSA president; reporter for the college newspaper, *The Buchtelite*

Certification, LinkedIn's *Building Your Marketing Technology Stack*