

# Dalila Kettrey

**Bachelor of Arts, Electronic Media & Communication  
Spanish Minor**

*Texas Tech University, Lubbock, TX*

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## EXPERIENCE

### **Marketing Specialist, CHRISTUS Health — Irving, TX**

November 2023 - Present

- Responsible for supporting marketing related communications needs of designated business groups and departments.
- Support and implement effective Marketing and Communications plans that achieve ministry goals, including increasing patient volume and growing appropriate service lines.
- Manage ministry special events which may include hosted opportunities that require planning and oversight.
- Build and develop positive relationships with ministry stakeholders, including physicians, ministry leaders and key experts who may need to speak to the media on behalf of CHRISTUS Health.

### **Marketing Specialist, United Way for Southeastern Michigan — Detroit, MI**

September 2021 - November 2023

- Supported the marketing team with prioritization, tracking and implementation of marketing projects.
- Distinguished project schedules, estimates and other marketing supports with guidance from the Director of Marketing.
- Coordinated execution of marketing request submission from inception to completion through an internal microsoft form.
- Maintained ownership of marketing project tool (Microsoft Planner).
- Assisted with the creation of marketing campaigns/messaging that was coherent with organizational branding and positioning.
- Ordered/maintained all branded swag inventory.
- Actively collaborated with cross-departmental leads to define project goals, scope, messaging needs and timeline parameters.
- Supported multiple projects simultaneously, prioritized tasks, problem solved and provided strategic/creative solutions.

### **Marketing Manager, The Pet Beastro — Madison Heights, MI**

May 2019- September 2021

- Assisted with project implementation
- Assisted with existing marketing efforts; helped develop additional efforts
- Created & edited copy for social posts

## LANGUAGES

- English
- Spanish

### **StrengthsQuest Results:**

Responsibility, Consistency,  
Positivity, Arranger and  
Strategic

[Kolbe A Index Score:](#) 7 8 3 3

[DiSC:](#) CD style

## SKILLS

- Event Planning
- Photography
- Creative Strategy
- Copywriting
- Content Marketing
- Digital Marketing
- Program Marketing
- Microsoft Planner
- Workfront Project Management
- Monday.com
- Canva
- WordPress
- ClickDimensions
- KPI Tracking
- EOS Management
- Business Development
- Vendor Management
- Strategic Planning
- Microsoft 365

- Created photos for social media and various marketing efforts
- Edited & proofed marketing materials
- Implemented/planned in-store events & sales
- Executed sponsorships for in-store events & sales
- Built relationships with brand account holders
- Assisted with marketing strategy for social media and email

## Volunteer

### **2024 Career Conference Chair, College of Media & Communication — Texas Tech University**

October 2023 - Present

The College of Media and Communication, in conjunction with local alumni and National Advisory Board members, hosts an event each year for current Texas Tech CoMC students and recent graduates. The goal of the event is to encourage students in their transition from college to the real world through panel discussions of hot topics, alumni chats, and a keynote speaker. Students also engage and interact one-on-one with fellow Texas Tech alumni throughout the conference which leads to great connections as a professional.

- Google Office
- Customer Service
- Teaching/Mentoring
- Project Management
- Effective Communication
- Client/Stakeholder Communications
- Adaptability
- Tenacity
- Relationship Management
- Result driven
- Problem Solving/Critical Thinking
- Teamwork/Inclusion