

# ANGELA CONNELLY

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## VISIONARY MARKETING AND COMMUNICATIONS PROFESSIONAL ACHIEVING STRATEGIC GOALS THAT FULFILL COMPANY MISSION

Exceptional leader and collaborator. Dedicated to excellence and passion for brand building, increasing reach and heightening awareness. Proven success increasing awareness in both non-profit and corporate organizations.

Areas of expertise include:

- **Branding and Identity**
- **Marketing Communications Strategy**
- **Media and Public Relations**
- **Video Production**
- **Content Creation and Strategy**
- **Crisis and Issues Management**
- **Social Media**
- **Website and Digital Channels**

## PROFESSIONAL EXPERIENCE

**PIONEER SERVICES** Kansas City, MO

**2018 – present**

This financial services company is a leading provider of personal loans for military, as a division of MidCountry Bank. Recognized as a Military Friendly Brand for ongoing commitment to the military, they have served more than 1.4 million military families across the country and worldwide for more than 30 years.

### Senior Marketing Communications Manager

Responsible for creating and developing content and social strategy to build awareness, increase engagement, and generate traffic to website and acquisition channels. This includes building brand credibility with military customer and influencer audiences. Also responsible for developing marketing communications strategies and brand messaging, including supervising internal and external teams in creative development and advertising.

- Created and implemented Military Friendly Brand 2019 campaign, including digital advertising, social and email. Work resulted in 420,000 impressions and \$2.7 million in loan volume.
- Social media strategy implementation resulted 285% increase in total reach/impressions, and 173% increase in total social media engagement (from Oct. 2018--May 2019)

**THRULINE MARKETING** (*formerly Keypath Education and PlattForm Advertising*), Lenexa, KS **2017 – 2018**

This national marketing firm has led the industry in higher education marketing for 30 years, helping secondary schools increase enrollments, while empowering people to achieve rewarding careers.

### Marketing Manager

Responsible for the overall company's integrated marketing efforts including full rebrand from Keypath (ThruLine brand launched March 2018). Supported client acquisition, website development, social media and content creation.

- Established name, logo, identity, brand strategy and messaging.
- Developed new website [thru-line.com](http://thru-line.com) including video and content that received 7,000 visits March 6-May 2
- New social media platforms resulted in 580 followers with 6.25% engagement, and nearly 10,000 views of brand video on Facebook.
- Earned media coverage of launch reached 22.38 million people with \$207,000 AVE.

**PKD FOUNDATION**, Kansas City, MO**2012 – 2016**

This national, non-profit is dedicated to finding treatments for polycystic kidney disease, a genetic condition affecting 600K Americans. The foundation headquartered in Kansas City has international ties and 60 volunteer-led chapters.

**Chief Marketing and Communications Officer**

Managed all marketing and communications, including digital strategy, website, media relations and brand.

- Increased total online engagement by 28% using patient-centric approaches through social channels and [PKDconnection](#) blog.
- Nearly doubled total education engagement (92% increase) through video, digital content and webinars.
- Created new logo and brand in 2013 that established the Foundation as the leading PKD organization and charity of choice for the PKD patient community.
- Redesigned user-focused [pkdcure.org](#) website, which received nearly 500,000 visits per year.
- Produced [mini-documentary](#) about PKD clinical studies with interviews by patients, physicians and researchers.
- Increased reach through digital marketing, including email and social media campaigns.
  - Social media followers increased 31% from 2014 to 2016.
  - Giving Tuesday 2016 raised \$20K for research, doubling the goal of \$10K.

**SISTERS OF CHARITY OF LEAVENWORTH HEALTH SYSTEM**, Lenexa, KS**2005 – 2012****Director**, Corporate Communications

Directed system communications and marketing for the 11-hospital system with nearly 15K employees in Kansas, Colorado, Montana and California. Net revenues were \$2.4B in 2011.

- Developed and implemented digital communication strategy for system websites, intranet and social media. Investments resulted in a nearly 30% increase in website visits.
- Created first strategic communication plan for the system that contributed to increased employee engagement.

## **ADDITIONAL PROFESSIONAL EXPERIENCE**

**HCA / HEALTH MIDWEST**, Kansas City, MO**1999 – 2004**

HCA acquired Health Midwest in April 2003. Beginning date of employment with Health Midwest Corporate Communications was June 1999. Responsibilities included internal and external communications, marketing and public relations, with corporate communications responsibilities.

**Director**, Public Relations/HCA: Independence Regional Health Center and Medical Center of Independence.

- Led a public relations campaign resulting in approval for state certificate of need to build a \$250M hospital in Independence, MO, (now Centerpoint), and approval of tax increment financing.

**Public Relations Coordinator**/Health Midwest: Four Eastern Kansas City regional hospitals.

- Developed and managed system marketing campaign for Women's Health Services.

## **EDUCATION and AFFILIATIONS**

- **MBA**, Bloch School of Business, University of Missouri-Kansas City; Marketing Advisory Council Member
  - Included international business relations (China immersion, Beijing and Shanghai).
- **Bachelor of Arts**, University of Missouri-Columbia
- **UMKC Bloch School of Business**, Marketing Advisory Council Member, Executive Committee
- International Association of Business Communicators (IABC) Kansas City member and volunteer