

ANGELA CONNELLY

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VISIONARY MARKETING AND COMMUNICATIONS LEADER

Achieving strategic goals that fulfill company mission.

Exceptional leader, marketer and collaborator dedicated to excellence with a passion for building brand affinity and cultivating customer engagement. Proven success increasing awareness for corporate and non-profit organizations. Lifelong learner committed to innovation and work that impacts lives.

Areas of expertise include:

- Brand Vision and Architecture
- Integrated Marketing and Communications
- Data and Consumer Insights Analysis
- Content Strategy and Creation
- Digital and Social Media
- Media and Public Relations

PROFESSIONAL EXPERIENCE

T-MOBILE (formerly Sprint) Overland Park, KS 12/2019 – 4/2026

Senior Marketing Manager/Customer Loyalty and Retention

Partnered with cross-functional teams to develop integrated marketing communications programs to reinforce T-Mobile's value. Cultivated brand affinity and customer loyalty through contextualized marketing and targeted digital promotions. Developed strategies and executed omni-channel campaigns based on data analytics, insights into key customer drivers, and competitive research.

- Led customer communications (included B2B segment) to promote satellite product launch (T-Satellite)
 - Beta phase communications (+15 million messages sent) resulted in nearly 2 million registrants with +117 lift in email CTR and +127 lift in SMS
 - Commercial launch comms resulted in a +22% lift with 17.6K gross attaches, 2.8K product add-ons). 24% upgraded rate plans.

PIONEER SERVICES Kansas City, MO 10/2018 – 9/2019

A Military Friendly Brand®, Pioneer provided loans for more than 1.4 million military families for 30 years.

Senior Marketing Communications Manager

Created content and social strategy to build awareness, increase customer engagement, and generate traffic to website and acquisition channels. Built brand affinity with military customer and influencer audiences. Developed marketing communications strategies and brand messaging, including supervising internal and external teams in creative development and advertising. *Company closed in 2019.*

- Created and implemented Military Friendly Brand 2019 campaign, including paid digital advertising, social and email, contributing to \$2.7 million in loan volume.
- Implemented social media strategy that resulted in 285% increase in total reach/impressions, and 173% increase in total social media engagement.

THRULINE MARKETING Lenexa, KS 5/2017 – 4/2018

National higher education B2B marketing firm helping secondary schools increase enrollments.

Marketing Manager (Project Based)

Managed overall company's integrated marketing communications with a focus on rebranding and client cultivation. Supported client acquisition/RFPs, sales enablement, website development, and content creation.

- Established name, logo, identity, brand strategy and messaging. The *Kansas City Business Journal* selected Thruline's new office as the 2018 Coolest Office Space in KC for design that reflected the brand.
- Developed new website thru-line.com including video and content.

PKD FOUNDATION, Kansas City, MO

8/2012 – 12/2016

National non-profit dedicated to finding treatments for polycystic kidney disease, a genetic condition affecting 600,000 Americans. The foundation headquartered in Kansas City has international ties.

Chief Marketing and Communications Officer

Managed all marketing and communications, including content and digital strategy, website, PR/media relations and brand; oversaw public/patient education program. Supported fundraising/development efforts.

- Increased total online public engagement by 28% using patient-centric approaches through social and digital channels.
- Nearly doubled total education engagement (92% increase) through video, digital content and webinars.
- Created new logo and brand that established the Foundation as the leading PKD organization and charity of choice for the PKD community. Logo received the IABC Silver Quill Award of Excellence.
- Redesigned user-focused website, which received nearly 500,000 visits per year.
- Produced videos including animated shorts and mini-documentary about PKD clinical studies with interviews by patients, physicians and researchers.
- Increased reach through digital marketing, including email and social media campaigns.
 - PKD Awareness Day 2015 video reached 800,000 viewers.
 - Giving Tuesday 2016 raised \$20,000 for research, doubling the goal of \$10,000.

SISTERS OF CHARITY OF LEAVENWORTH (SCL) HEALTH SYSTEM, Lenexa, KS

3/2005 – 1/2012

Director Corporate Communications

Directed integrated marketing and communications and PR for the 11-hospital system with nearly 15,000 employees in Kansas, Colorado, Montana and California.

- 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 system strategic communication plan that contributed to increased employee engagement.

ADDITIONAL PROFESSIONAL EXPERIENCE**CONSULTING and CONTRACT WORK**, Kansas City, MO

1/2017 – Present

Projects/Companies: PatientsVoices (B2B); Camp Fire/interim Marketing Director

HCA / HEALTH MIDWEST, Kansas City, MO**Public Relations Director**

Managed internal and external communications, marketing and public relations for Kansas City hospitals, with corporate communications responsibilities. Hospitals included Independence Regional Health Center, Medical Center of Independence, Lee's Summit Hospital, Belton Regional Medical Center. Supported hospital foundations with fundraising and outreach, including special events.

EDUCATION and AFFILIATIONS

MBA, Bloch School of Business, University of Missouri-Kansas City (focus on leadership, marketing)

Bachelor of Arts, University of Missouri-Columbia (focus on journalism and English)

- **UMKC Bloch School of Business**, Marketing Advisory Council Chair
- **International Association of Business Communicators (IABC)** Kansas City past-president and volunteer; Arthur E. Lowell Communicator of the Year

Avid reader, lifelong learner, and yoga practitioner who enjoys walking her rescued terrier mix.