

Kelsi Steinkamp

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EDUCATION

University of Dayton, College of Arts & Sciences

Bachelor of Arts in Communication, Public Relations

- Minor: Business Administration

Dayton, OH

GPA: 3.99/4

EXPERIENCE

Health & Fitness Association

Communication Coordinator

Washington, DC

August 2024–Present

- Introduced original video content and expanded storytelling formats to include multimedia, enhancing engagement and reach
- Launched a PAC newsletter from scratch, writing and editing content to communicate advocacy goals with clarity and impact
- Created content strategy for a major annual event, including video scripts, graphic design, and a social media plan that boosted visibility
- Wrote and edited cross-platform materials—from press releases to magazine articles—translating complex ideas into compelling narratives

Montgomery County Educational Service Center/Huber Heights City Schools

Public Relations and Media Coordinator

Dayton, OH

May 2023–December 2023

- Wrote and edited 16 copies of a revamped monthly community newsletter and Board of Education meeting recap messages
- Developed and distributed 40 internal and external communication materials adhering to AP style: annual report, speeches, newspaper articles, community letters, and editorial content
- Managed media relations for a 2,000+ student school district: prepared spokespeople for media appearances, fielded questions from media and public, and crafted press releases and statements from the superintendent in response to crisis situations
- Designed a new website, collaborating across 10 departments to write high-level web copy

Northeast Ohio Regional Sewer District

Administrative and External Affairs Intern

Cleveland, OH

May 2022–August 2022

- Represented the District at six community events as on-site civilian liaison, distilling complex information about the organization's water-processing systems in a compelling and concise way
- Prepared correspondence to 100+ diverse outlets to garner community support for an annual event

Flyer Public Relations

Co-Founder & Senior Account Executive

Dayton, OH

August 2021–December 2022

- Strategized recruitment, client acquisition, and program expansion with a team of executives, serving 12 clients and earning a \$7,000 increase in profit in its first two years
- Launched an agricultural nonprofit, conducting media training and implementing a strategic communication campaign, leading to 6 media placements, three community partnerships, a style guide and website, social media content and print materials
- Managed a group of 20 interns, assigning and overseeing campaign tasks and editing written materials

TECHNICAL SKILLS

Adobe Premiere

Canva

HubSpot

AP Style

CMS Management

SEO