

# Kelsi Steinkamp

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## TECHNICAL SKILLS

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PowerPoint • Canva • AP Style • Copy Editing • Content Strategy • Content Management • Presentation Design • Salesforce • Website Management • Adobe Premiere • HubSpot

## EXPERIENCE

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### Health & Fitness Association

*Communication Coordinator & Social Media Manager*

**Washington, DC**

*August 2024–Present*

- Partner with subject matter experts and executive stakeholders to translate complex advocacy, policy, and industry topics into clear, actionable communications for internal and public audiences across emails, magazine and web content, video, and social channels
- Developed executive-level presentation decks, event collateral, and digital signage for membership initiatives and the association's flagship conference, serving 10,000+ attendees and maintaining brand consistency across high-visibility communications
- Develop, manage, and execute an integrated content calendar spanning five social media platforms, collaborating across internal teams to plan campaigns, coordinate deliverables, and produce timely, strategic communications aligned with organizational priorities

### Montgomery County Educational Service Center/Huber Heights City Schools

**Dayton, OH**

*Public Relations and Media Coordinator*

*May 2023–December 2023*

- 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
- Managed media relations and crisis communications; developed timely editorial content for a 2,000+ student district
- Wrote and edited newsletters, speeches, and community reports adhering to AP Style and district standards
- Designed and launched a new district website, collaborating with 10 departments to produce clear, engaging copy

### 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
- Led media training and editorial development for nonprofit partners, earning multiple local media placements
- Supervised a 20-member intern team, assigning and overseeing campaign tasks and editing written materials

### Northeast Ohio Regional Sewer District

*Administrative & External Affairs Intern*

**Cleveland, OH**

*May 2022–August 2022*

- Authored external communications and ghostwrote featured content for Northeast Ohio Parent magazine
- Conducted media research and developed internal copy to support C-suite communications and departmental operations

## EDUCATION

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### University of Dayton, College of Arts & Sciences

*Bachelor of Arts in Communication, Public Relations*

**Dayton, OH**

*GPA: 3.99/4*

- Minor: Business Administration