

KRISTI WHITACRE

PROFESSIONAL SUMMARY

Driven marketing executive with 20 years experience in the Wabash Valley. Offers an extensive background in all aspects of marketing, public relations and marketing management, easily moving from vision and strategy to hands-on implementation.

SKILLS

- Natural leader
 - Creative and innovative
 - Accomplished manager
 - Strategic marketing
 - Corporate Messaging
 - Budget management
 - Strong PR background
 - Digital Marketing
 - Story development
 - Brand management
 - Social media engagement
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WORK HISTORY

Purdue Extension Vigo County

Terre Haute, IN

Community Development Educator, May 2015- present

- Provides the community with educational programs and information that can be used to increase community vitality, build leadership capacity, enhance public decision-making, and resolve public issues.

UAP Clinic

Terre Haute, IN

Marketing & Public Relations Manager, 2011- April 2015

- Responsible for development and execution of advertising, marketing, communications, and public relations; thorough knowledge of brand marketing, including media placement and the planning and execution of marketing, social media, and media strategies.
- Strengthened internal communication throughout the organization by creating an interactive e-newsletter with a readership average of 73%.
- Developed web-based marketing campaign for Oncology with trackable results. The campaign earned a national Aster Award.
- Increased top of mind awareness for UAP Clinic and its providers by developing all collateral materials including displays, referral guide, print materials and videos.
- Analyzed business developments and monitored market trends.
- Defined and tracked campaign effectiveness and adjusted strategies accordingly.

Union Hospital Health Group

Terre Haute, IN

Marketing & Public Relations Manager, 2001 – 2011

- Secured more than \$100,000 in the past year in free media coverage including radio, TV and print by developing respected relationships with all local media in our service area.
- Strengthened internal communication throughout the organization by creating a four-page interactive e-newsletter with a readership average of 1,800 per issue – a 40 percent increase from prior print newsletter format. The newsletter earned a gold level national Aster Award.
- Bolstered community involvement by planning, coordinating and implementing many public events each year.
- Launched successful social media presence with Facebook, YouTube, and Twitter.
- Successfully handled multiple disaster and emergency situations in Public Information Officer role.

Union Hospital

Terre Haute, IN

Marketing Communications Specialist, 1996 - 2001

- Created effective messaging using language, graphics and marketing collateral.
- Wrote an average of 50 press releases and media advisories each year for event announcements and public relations efforts.
- Cultivated and managed relationships with key community groups, vendors and partners.
- Managed project deadlines and monitored milestones through completion stage.

Terre Haute Tribune Star

Terre Haute, IN

Niche Publications Coordinator, 1999

- Researched and wrote article for 3 Niche Publications.
- Evaluated and followed up on news leads and news tips to develop story ideas
- Consistently hit and exceeded sales goals by 20%.
- Planned client relationship cultivating events to promote growth, resulting in an expansion of clientele base.

PROFESSIONAL DEVELOPMENT

- Ideas in The Attic Competition Winner, 2012
- Indiana University, Certified Healthcare Manager, 2005
- Indiana Healthcare Marketing and Public Relations Society President, 2011-2012, Board Member since 2005
- Society for Healthcare Strategy and Market Development Member, 1999 – present
- March of Dimes Board Member, 2014– present
- Essence of Red President 2013, Board Member since 2008
- Mini Medical School, Board Member, 2000 – present
- American Marketing Association Local Board Member, 2000 – 2004
- United Way Campaign Chairperson, 2012 - present
- Patient Experience Team Leader, 2012 - present

EDUCATION

Master's Degree: Leadership Development

SAINT MARY OF THE WOODS - Leadership Development

Coursework in Leadership Development, Accounting, Grant Writing, Economics, Stakeholder Relationships, and Business Technology

Bachelor of Science Degree: Speech Communications/Public Relations, Marketing

INDIANA STATE UNIVERSITY - Speech Communications/Public Relations, Marketing

Recipient of the Charles Bush Scholarship

Coursework in Marketing and Public Relations, Small Group Communications, Graphic Design, Mass Communications and Communication Studies