

KELLY COOLICAN GAGGIN

CURRICULUM VITAE

kcgaggin@syr.edu

EDUCATION & ACCREDITATION

- Ph.D. Mass Communications, Syracuse University** **Exp. 2019**
- M.S. Communications Management, Syracuse University, GPA: 4.0** **2015**
Master's Capstone: "Great Expectations: Identifying Linkages between External Communications and the Propensity for Advocacy in K-12 School Districts" | Adviser: Dr. Terence T. Flynn, APR, FCPRS
- B.S. Business Administration, Le Moyne College** **2001**
Concentration: Marketing Minor: Economics
- Accreditation in Public Relations (APR)** **Exp. 2017**

PROFESSIONAL EXPERIENCE

- Consultant**, Strategic Communications, LLC, Syracuse, NY **2015-Present**
- Chief Communications Officer**, SANY Charter Schools, Syracuse, NY **2013-2015**
- Director of Communications**, United Way of Central New York, Syracuse, NY **2010-2013**
- Annual Giving Manager**, Lower Cape Fear Hospice, Wilmington, NC **2008-2010**
- Director of Retail Marketing**, Self-Help Credit Union, Wilmington, NC **2004-2008**

TEACHING EXPERIENCE

- S.I. Newhouse School of Public Communications** **Fall 2014-present**
Adjunct Professor
- PRL 325 Public Relations Campaign Planning and Execution
 - PRL 215 Advanced Public Relations Writing for a Digital World
- Service*
- PRSSA/HillComm Committee
- SUNY College at Oswego** **Spring 2016**
Adjunct Professor
- COM 415 Case Studies in Public Relations
 - COM 215 Survey of Public Relations
- Service*
- Interim Adviser SUNY Oswego PRSSA
 - Undergraduate Internship Adviser

RESEARCH INTERESTS

- Public relations in underserved, immigrant, and refugee populations
- Strategic communications and public relations for nonprofit and public agencies
- Public diplomacy
- Social psychological considerations in public relations and communications

LECTURES, PRESENTATIONS

- **SUNY College of Environmental Science and Forestry**
Topic: Public Relations for Public Agencies & Natural Resource Administration
- **SUNY College at Oswego**

Topic: Public Relations for Nonprofit Organizations

Topic: Public Relations as a tool for strategic communication

- **Syracuse University – S.I. Newhouse School of Public Communications**

Topic: Public Relations for Nonprofit Organizations

- **Le Moyne College**

Topic: Public Relations and Refugee populations

- **Terra Education Foundation**

Topic: Nonprofits in Central New York – Are they effective and efficient?

INDUSTRY AFFILIATIONS

Public Relations Society of America Central NY Chapter

- PRSSA Liaison, 2014-present; President, 2015-16; Programs Chair, 2013-16

Public Relations Society of America Northeast District

- Board Member, 2014-present

Association for Education in Journalism and Mass Communication

PROFESSIONAL ACCOMPLISHMENTS

Marketing Strategy

- Spearheading development of comprehensive strategic marketing/public relations plan for regional charter schools to include immediate needs as well as looking 3, 5, and 10 years in the future.
- Coordinate re-branding efforts for regional charter schools to align with recent expansion and provide baseline for expected future growth.
- Refreshed outdated marketing and communications plan for a 91 year old human-services funder, resulting in a 10% increase in first-time donors under the age of 40 within 2 years.
- Pioneered marketing programs as the inaugural marketing executive for the retail facet of a \$350 million credit union.
- Tracked and evaluated marketing efforts to identify the effectiveness of promotions, channels and product mix while adhering to determined budget constraints.
- Initiated development of core messaging and standardized collateral materials for audiences in diverse socioeconomic climates.
- Implemented social media marketing and mobile communication strategy.

Communications & Design

- Authored and edited effective copy for internal and external audiences to include: advertising scripts, slogans, newsletters, television/radio commercials, speeches, press releases, collateral pieces.
- Experienced at media relations, media planning, media buying and media placement.
- Prepared and implemented communications strategies for major announcements including drafting event scripts and executive remarks and acting as spokesperson/media contact.
- Implemented software upgrade to provide reliable and professional e-communications and designed calendar to supplement direct mail solicitations.

Business Management

- Facilitated strategic plan development and sessions.
- Trained, coached, supervised and evaluated staff and numerous interns.
- Assisted in development of department budget.
- Adept at defining problems and using strong reasoning skills and research capabilities to draw valid conclusions to ensure resolution.
- Skilled at tracking data, pulling reports and analyzing reports to drive decision-making.

Fundraising

- Managed and created master annual giving solicitation calendar and recognition program that best leveraged agency marketing plan.
- Composed direct mail appeals and development donor communications materials. Provided supervision and design of creative (with vendors and in-house), printing and mailing functions.
- Maintained an average of 2.68% response for overall direct mail efforts in first year (previous year 1.8%).

- Developed policies and procedures to preserve the integrity of database and limit opportunity for human error.
- Researched grant opportunities and completed grant applications.

COMPUTER SKILLS

Hardware: PC, MAC **Software:** Microsoft Office Suite, Adobe Creative Suite, Cision, Qualtrics, Hootsuite certified, Sysomos, Wordpress, Stata, The Raiser's Edge, SharePoint, NVivo

LANGUAGES

Fluent: English

Elementary: German, Turkish

INTERESTS/RECOGNITION

Chair, Board of Directors: Syracuse Model Neighborhood Corporation

Central New York 40 Under Forty honoree, 2012

GENIUS Olympiad International Environmental Science Fair, Volunteer 2013-present

Zonta International Member, Board Member 2012-2016

REFERENCES

Dennis F. Kinsey, Ph.D.

Director Ph.D., Director, Public Diplomacy; Professor

S.I. Newhouse School of Public Communications

Syracuse University, Syracuse, New York

Terence T. Flynn, Ph.D., APR, FCPRS

Assistant Professor, Communications Management,

Department of Communication Studies & Multimedia

McMaster University, Hamilton, Ontario, Canada

Michael F. Meath

Principal, Fallingbrook Associates

Fehmi Damkaci, Ph.D.

Associate Professor and Department Chair, Chemistry

State University of New York College at Oswego, Oswego, New York