

Thom Whittinghill

Communications & Marketing Professional



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Skills

- Branding and Brand Consistency
- Communications Strategy
- Content Creation - Writing, videography, photography, editing, design
- Content Strategy
- Creative Collaboration
- Cross-Functional Communication
- Email and Text Campaigns
- Event Management
- Internal Communications
- Marketing Strategy
- Media Relations
- Problem-Solving
- Project Management
- Research/Data Analytics
- SEO Optimization
- Social Media Strategy
- Vendor Management
- Website Management



Expertise

- Adobe Creative Suite
- Wordpress / Sharepoint
- Hootsuite / Khoros
- Microsoft Office
- MailChimp
- Zoom/Teams



Education

Masters of Science

20 hours: Business Management
Sullivan University

Bachelor of Arts Communications

Indiana University

Associate of Science Journalism

Indiana University

Work Experience

2/22-present

Marketing & Communications Specialist | WellCare of Kentucky

Manage all aspects of media relations, social media, event promotion, content creation, and internal communications for a managed care organization serving over 500,000 Medicaid beneficiaries.

- **Strategic Media Management:** Oversee all facets of media relations, securing over 50 media mentions in 2022 and contributing to the positive visibility and reputation of the managed care company.
- **Social Media Growth:** Elevated the company's Facebook presence by an impressive 300% within the first year, highlighting a keen understanding of social media dynamics. Implemented strategic additions of Instagram, LinkedIn, and YouTube to amplify the online footprint further.
- **Content Creation:** Produce impactful "one-pagers" and whitepapers highlighting the success of partnerships, effectively communicating the company's positive impact on the community.
- **Speechwriting Excellence:** In charge of writing speeches for the CEO, ensuring a consistent and compelling voice for external communications.
- **Video Production Leadership:** Lead the creation of internal videos and coordinated the production of external videos, such as "[Member Success Story: Katie & Oliver](#)," contributing to a dynamic and engaging multimedia presence.
- **Webinar Hosting:** Host monthly internal webinars, spotlighting community partners and fostering a culture of engagement and collaboration among employees.
- **Internal Communication Enhancement:** Coordinate the addition of an internal newsfeed, manage regular content updates, and oversee the internal editorial team, enhancing communication channels within the organization.
- **Presentation Transformation:** Revised the appearance of presentations for monthly companywide Town Halls, ensuring a visually appealing and impactful delivery of key messages.
- **Commitment to Employee Engagement:** Actively contribute as a member of the Employee Engagement Committee, demonstrating a dedication to fostering a positive and collaborative workplace culture.

2019-2020 Creative Project Manager | Ideology Marketing & Design

As the Creative Project Manager, I spearheaded content creation, crafted robust marketing strategies, and offered creative direction, establishing myself as a pivotal force within the company. My role extended beyond mere ideation, as I diligently managed project timelines, nurtured client relationships, and ensured flawless execution of projects in alignment with specified criteria. My prowess in coordinating internal resources and defining project scopes guaranteed the seamless flow of operations. I excelled at fostering cross-functional collaboration and injecting innovative concepts into branding, creative resources, and marketing messages.

- **Strategic Branding Implementation:** Successfully developed and implemented a brand strategy rollout for a large technology park, strategically positioning the park to attract new customers and partners.

- **Digital Direction Leadership:** Spearheaded content creation and digital direction development for several websites, including e-commerce platforms, demonstrating proficiency in aligning creative elements with strategic objectives.
- **Proactive Problem Solver:** Focused on identifying areas of opportunity and implementing best practices to ensure the successful execution of projects, showcasing a proactive and solution-oriented approach to project management.
- **Strategic Copywriting Leadership:** Led as the primary copywriter, consistently delivering compelling content across diverse channels, including video scripts, print and digital ads, and email/text campaigns.
- **SEO Expertise:** Demonstrated proficiency in creating SEO-savvy web content, optimizing online presence, and enhancing discoverability for target audiences.
- **Creative Collaboration:** Collaborated closely with designers to ensure all materials adhered to brand guidelines, fostering a cohesive and visually appealing brand identity.
- **Content Strategy Development:** Played a key role in developing and executing content strategies aligned with organizational objectives, contributing to successful marketing and communication campaigns.
- **Innovative Problem Solver:** Applied creative thinking to problem-solving, ensuring that messaging resonated with the target audience and achieved desired outcomes.
- **Cross-functional Collaboration:** Collaborated seamlessly across departments, fostering effective communication and ensuring alignment between creative content and broader organizational goals.

2017-2019 Communications Specialist | Kentucky Electric Cooperatives

Served as the content manager for two company websites, managing social media platforms for KEC and 24 statewide cooperatives. A forward-thinking strategist, I successfully elevated KEC's signature brand, Kentucky Living, into the digital realm. My cross-functional collaboration ensures that communication operations align seamlessly with organizational goals and objectives.

- **Event Management:** Accomplished Event Manager with a proven record of orchestrating 24 successful events for co-ops in Kentucky, with attendance ranging from 200 to 10,000. Expert in managing all aspects of coordination, giveaways, and vendor coordination. I am proficient at hosting events as an emcee and skillfully crafting promotional materials to enhance event visibility.
- **Digital Expert:** Pioneered Kentucky Living's digital transformation, implementing a comprehensive strategy that propelled the organization into the digital space. Achieved an outstanding 300%+ increase in web traffic within the first year, highlighting a keen understanding of digital trends and audience engagement. Strategically developed and executed a robust digital strategy for social media, expanding platforms and driving a 30% increase in engagement within one year. Instrumental in enhancing the organization's online presence and fostering meaningful connections with the audience.
- **Public Relations:** Managed all aspects of public relations, including crafting press releases, initiating media contacts, and organizing press events, resulting in increased brand visibility and positive media coverage. Collaborated with 24 electric cooperatives to develop strategies aimed at enhancing media mentions targeted at engaging members and the community. Provided strategic guidance and support during media crisis situations, ensuring effective communication and reputation management.

2005–2016 Director, Creative Communications | The Sullivan University System

As the Director of Creative Communications, I led a dynamic team of 20 marketing professionals to drive enrollment across multiple campuses successfully. With a keen understanding of evolving consumer behavior, I implemented innovative marketing initiatives for corporate clients, notably contributing to the success of Dale Carnegie Training and establishing myself as a recognized strategist within the university system.

- **Leadership:** In my strategic leadership role, I managed a substantial \$15M annual budget, overseeing quarterly buys for diverse business segments, schools, and programs. My responsibilities extended to the direction of a diverse team comprising web administrators, creative managers, IT specialists, copywriters, designers, photographers, and multiple vendors. This comprehensive approach ensured a cohesive and impactful execution of marketing campaigns.
- **Marketing Strategist:** I was pivotal in enhancing brand recognition as the primary communications and marketing strategist for a university system encompassing three brands and seven campuses. My cross-functional collaboration resulted in developing a comprehensive marketing strategy for the College of Pharmacy, demonstrating my ability to work seamlessly across different stakeholder groups. Interfaced with campus leaders and the board of directors providing insightful updates on admissions success, challenges, and emerging trends. I ensured that key stakeholders were well-informed through meticulous reporting, allowing for strategic decision-making and fostering a collaborative approach to addressing challenges. This consistent and transparent communication style not only demonstrated my commitment to accountability but also played a pivotal role in shaping the institution's strategic direction.
- **Internal Communication:** In response to a demand for enhanced internal communication, I took the initiative to create a bespoke intranet system. This tailored solution not only addressed the organization's specific needs but also significantly improved internal communication channels. By developing a custom intranet, I streamlined information sharing, facilitated collaboration, and ensured a more efficient flow of communication within the company. This project highlighted my proactive problem-solving approach and ability to leverage technology to meet organizational objectives, ultimately fostering a more connected and informed work environment.