

**KELLY L. GRIFFIN, MA**  
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## **PROFESSIONAL EXPERIENCE:**

**Kelly Griffin & Associates, LLC:** Marketing Communications/Creative Business Solutions – May 1999 to Present – full time operation. Limited, part-time basis for 7 years prior.

**Overall Function:** operating a marketing communications and public relations consulting business, consisting of strategic marketing and public relations planning and execution of projects, media relations and crisis communication management, creative concept development, writing of print and radio advertising, diversified collateral, web site development, new business development, operations and sales management consulting. Some client types include: technology consulting companies, e-commerce, e-information companies, technology and business trade associations, publishers, financial services, business services such as information management, accounting firms, healthcare companies, organizations and systems, interior design firm, advertising agencies, landscaping design company.

Contributing Editor and Writer for Best Practices in HR, Editor of New Jersey regional lifestyle magazine and regional guidebooks – February 2003-February 2004, freelance writing for traditional and online publications and companies such as: Women's eNews, NJ Biz, GetContactX.com, Freeagent.com, Pro2net.com (now SmartPros.com) and Careerbay.com. Articles targeted to consumers, independent contractors, businesses, human resources professionals, insurance professionals, job seekers, individuals planning to relocate, managed care professionals and healthcare professionals.

**Major Accomplishments and projects detailed throughout web site, <http://kellygriffin.com>.** (Site currently being reworked.)

**Rider University:** Adjunct Faculty Member – January 2000 – May 2006

**Overall Function:** Teaching public relations courses within the Communication Department to college sophomores, juniors and seniors including Public Relations, Public Relations Cases and Campaigns, Publicity Methods.

**Carrier Clinic (formerly Foundation):** – Director, Marketing and Community Outreach (14 Years)

**Overall Function:** planned and directed the behavioral healthcare system's corporate marketing and public relations program, including preparing and operating within a \$1.2 million budget, supervising a staff of eight and managing the organization's relationship with an advertising agency.

Responsibilities included: developing the annual corporate marketing plan, directing the professional liaison (sales) program, overseeing the marketing responsibilities of the eight outpatient center directors, directing the public relations program, conducting marketing research, creating collateral materials, advertising and planning and promotion of new services and programs.

### **Major Accomplishments:**

- Initiated and created the marketing and sales functions for the entire behavioral healthcare system including research and strategic marketing planning, direction, training and hiring of sales representatives, analysis of market and patient data with responsive marketing direction changes. Developed account management strategies to maintain and increase professional referrals of patients to Carrier's continuum of care. Implemented sales management/customer relations management system and trained staff in its use.
- Ongoing involvement in major expansion of outpatient services and development of regional behavioral healthcare system including analysis of current market trends, targeting of center locations and making recommendations regarding new centers.
- Planning, initial start-up and promotion of eight successful outpatient centers including partial hospital, intensive outpatient addiction treatment and traditional outpatient programming. Also directed the center directors in developing and implementing marketing plans specific to their centers based on the corporate plan.
- Served as an integral member of the organization's business development team and played a major role in all planning efforts and decisions to expand or diversify services.
- Initiated and created the organization's managed care function. Continued involvement with marketing strategies for Carrier's managed care function and completed two terms serving on the Board of Trustees, New Jersey Society of Managed Care Executives.
- Relationship marketing initiated. Development of patient, professional, media and community database to maintain ongoing contact with target markets for specific product lines.
- Designed and implemented a highly effective crisis communication program for media and key publics.

- Developed and implemented highly successful community and professional education programs.
- During 1997 as interim director of Grants and Contributions in addition to the marketing responsibilities, served as the project leader for a grant proposal to Robert Wood Johnson Foundation. A grant for \$200,000 was received. Also directed the development of a proposal that resulted in a \$10,000 grant and conducted Carrier's annual fund appeal.
- Created and maintained the organization's award winning website from 1996 – 1999, [www.carrier.org](http://www.carrier.org).
- Received 58 national, regional and statewide awards for marketing, advertising and public relations projects.

**New Jersey National Bank** – Employment Administrator (2 years). Employee Services Administrator/Internal Communications (2 years)

**St. Lawrence Rehabilitation Center** – Public Relations Coordinator (2 years)

**New Jersey Marine Sciences Consortium** – Public Relations Consultant

**Hit or Miss Corporation** – Supervisor, retail clothing store during college (1.5 years)

## **VOLUNTARY PROFESSIONAL EXPERIENCE**

**Womanspace, Inc.** – Member, Womanspace Advisory Council, Past President of the Board of Directors and Past Chairperson, Planning and Development Committee and Outreach Committee. Board responsibilities included: formulating and administering the mission, policies and procedures for the non-profit organization, which serves victims of domestic violence; developing new programs, determining annual budget. Kelly Griffin & Associates, LLC, produced, structured, edited and wrote some of the Womanspace Web Site – <http://www.womanspace.org>.

**New Jersey Society of Managed Care Executives** – Past Member, Board of Trustees

**New Jersey Hospital Association** – Past Member, Public Perception and Community Relations Committee

**National Association of Bank Women/Capitol Group** – Past Member and Event Public Relations Chairperson

## **CURRENT PROFESSIONAL AFFILIATIONS**

Eastern Shore of Virginia Chamber of Commerce

American Association of University Professors

Professional Writers Alliance of Mercer County

Company of Friends – Philadelphia Chapter

## **PAST PROFESSIONAL AFFILIATIONS**

GetContactX – Global Electronic Technology ContactX Association

New York New Media Association

Society for Healthcare Strategy and Market Development of the American Hospital Association

New Jersey Healthcare Public Relations and Marketing Association

New Jersey Society of Managed Care Executives

National Association of Psychiatric Healthcare Systems

New Jersey Society for Community Health Assessment & Improvement

Chambers of Commerce: Princeton Area, Mercer County and Somerset County in New Jersey

Sigma Delta Chi – The Society of Professional Journalists

## **EDUCATION**

**Central Michigan University** – Master of Arts degree – Management and Supervision – Concentration in Business Management/Marketing – cumulative average 3.97.

**Rider University** – Bachelor of Arts degree – Major in Journalism/Public Relations – cumulative average 3.57. Graduated magna cum laude.