

# KRISTY MCMICHEN HELMS

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Strategically and collaboratively leads communications and marketing initiatives to build brand awareness and inform the target audience. Shapes the narrative for large organizations to illustrate core values and key differentiating qualities clearly. A well-rounded, highly adaptable communications expert with a passion for relationship-building, mentorship, leadership and storytelling. Experience in financial services, education and healthcare.

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## EXPERIENCE

### **Wellstar Health System, Marietta, Georgia, January 2020 – Present**

*A nonprofit community healthcare system nationally recognized for personal, high-quality inclusive culture and exceptional doctors and team members. Provides care to 1.5 million patients annually through 11 hospitals, 325+ medical office locations, 9 cancer centers, 91 rehabilitation centers, 35 imaging centers, 27 urgent care centers, five health parks, 3 skilled nursing facilities and 2 senior living facilities.*

#### ***PR and Executive Communications Manager***

- Strategically plan all senior leaders' speaking engagements and award submissions to position Wellstar as an industry leader to media outlets, trade publications, and industry associations
- Serve as the leader of the external communications team and manage consultants during leadership transitions
- Build relationships with the media and pitch mission-centered stories to reporters in Wellstar's market
- Partner with the strategic community development, government relations, clinical communications, marketing and internal communications teams to ensure storytelling is consistent across all platforms
- Support executive and community speaking engagements as a trusted brand expert, advisor and coach
- Onboard, manage, and direct contract writers to align copy with Wellstar's five strategic pillars
- Write external, internal, social media and website content
- Write and submit compelling award nominations to recognize and honor Wellstar's leadership with a 50%+ success rate of securing awards and to promote the Wellstar brand in the community

### **Self-employed, February 2016 – December 2019**

*A strategic communications advisor and researcher dedicated to supporting for-profit and nonprofit businesses.*

#### ***Independent Marketing and Communications Consultant***

- Served as a strategic partner delivering key findings to an independent school after conducting former parent research, which resulted in new insights and the foundation for the path forward for the school
- Partnered with a small business to create an employee handbook outlining policies and job descriptions
- Worked as a trusted advisor to a small business in need of various human resources documentation

### **The Walker School, Marietta, Georgia, June 2006 – May 2015, May 2019 – August 2019**

*A Pre-K(3) through 12<sup>th</sup> grade college preparatory independent school in metro Atlanta with 1,000 students.*

#### ***Interim Director of Communications and Marketing (May 2019 – August 2019)***

Led communications and marketing goals while serving as a key member of the administrative team

- Wrote and edited content for the website, parent communications and press releases
- Collaborated with teachers and administrations to write and distribute timely parent communications
- Partnered with the admission office and college counseling office to plan for future promotions
- Directed the marketing/communications team in the creation of ads, copy, and social posts
- Managed the schools' website and social media accounts
- Oversaw a consultant who assisted with all communications and marketing efforts and student interns completing summer projects
- Provided guidance and shared insights with new Director of Communications and Marketing once hired

## **The Walker School, Marietta, Georgia, June 2006 – May 2015, May 2019 – August 2019 (continued)**

### ***Director of Communications (July 2008 – May 2015)***

- Partnered with the Head of School and members of the Board of Trustees to develop marketing and communications strategies to advance the mission of The Walker School
- Hired marketing firm and managed implementation of rebranding effort
- Wrote and pitched press releases and acted as the primary media contact
- Ensured Walker was well-positioned for future success as a SAIS/SACS self-study committee co-chair
- Developed and executed advertising plans resulting in a 20% increase in inquiries

### ***Development Associate (June 2006 – July 2008)***

- Wrote for *Walker* magazine and established a new e-newsletter for parents, alumni, students, and faculty/staff members to better inform and celebrate the unique moments of wonder
- Solicited parents for gifts and logged gifts into The Raiser's Edge database with accuracy
- Organized the largest on-campus cultivation event with hundreds of attendees
- Fostered donor relationships while coordinating multiple major donor events

## **Truist (formerly SunTrust Banks, Inc.), Atlanta, Georgia, July 1997 – May 2000**

*The sixth-largest U.S. Bank holding company committed to advancing financial wellness.*

### ***Marketing Planning Coordinator, Marketing Services (February 2000 – May 2000)***

- Proactively advised senior management of the international and leasing divisions on their marketing needs in the areas of direct marketing, marketing collateral, new product promotion and client events
- Worked with the internal production department from opening jobs to completion
- Wrote and edited copy for collateral pieces and digital use and worked with legal and compliance

### ***Marketing Specialist, Corporate and Investment Banking (March 1999 – February 2000)***

- Designed marketing materials that projected a consistent corporate image
- Organized sponsorship of and client entertainment at several national conferences
- Coordinated Corporate and Investment Banking golf outing

### ***Public Relations Specialist, Treasury Management (July 1997 – March 1999)***

- Delivered internal training to Treasury Management professionals
- Developed a newsletter, product-specific brochures and consulting and training communications

## **EDUCATION**

**Berry College – Mount Berry, Georgia:** Bachelor of Arts Degree: Communication Major, Psychology Minor

## **SPECIAL SKILLS**

**Computer Programs:** Cision, Microsoft Office, G Suite, Firstup, Wrike, Blackbaud Raiser's Edge, Blackbaud School Website CMS, Blackbaud NetCommunity, Finalsite CMS

**Social Media:** Facebook, Twitter, WordPress, LinkedIn, Snapchat, Instagram, Pinterest

**Photography**

**Associated Press Style**

## **VOLUNTEER WORK AND ASSOCIATIONS**

**Berry College – Mount Berry, Georgia:** Alumni mentor, Reunion Giving Committee member, Reunion Engagement Committee member, student mock interviewer

**Boy Scouts of America, Atlanta Area Council, Troop 444:** Committee Chair

**Kennesaw State University Public Relations Student Society of America:** Mentor PR students and serve as a presenter; Honored as a champion of the organization in 2024

**Public Relations Society of America:** National and chapter member