

Kale Elledge

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MISSION

Provide new communications tools and tactics to help organizations stay on the cutting edge of technology while meeting their stakeholders' needs.

CAREER EXPERIENCE

California Child Care Resource & Referral Network | Remote | 2022 – 2023 Director of Communications

Led organization's communication efforts to advocate for families and child care providers. Managed marketing efforts for all organization outreach including the launch of MyChildCarePlan.org.

El Dorado County Office of Education | Placerville, CA | 2015 – 2022 Public Relations Coordinator

Provided communications leadership to the Special Education Local Plan Area (SELPA). Manage all communications deliverables and strategy including rebranding, website, design publications, social media, and content development.

California Optometric Association | Sacramento, CA | 2013 – 2015 Communications Manager

Head of communications planning and delivery. Managed member-led committees, creative directions, event coordination, brand management.

SEIU Local 1000 | Sacramento, CA | 2011 – 2013 Communications Specialist

Organization strategy and campaign, editorial contributions, advancing new media presence, graphic design, photography, video broadcast production.

ADDITIONAL EXPERIENCE

Supporting Inclusive Practices Grant & Systems Improvement Leads Grant In Partnership with El Dorado County Office of Education

Provided communications and marketing expertise in pursuance of the Supporting Inclusive Practices Grant and Systems Improvement Leads Grant offered by the California Department of Education. Content and design expertise was utilized in collaboration with grant authors.

View: sipinclusion.org | View: systemimprovement.org

Key Skills

PROJECT LEADERSHIP

Effectively manages communications teams to carry out projects and tasks in accordance with the organization's mission, vision, and strategic plan.

Creating and implementing communications campaigns to drive stakeholder engagement and provide relevant resources.

Collaborates with internal and external partners to drive participation and ensure a proactive approach to communications efforts.

PRESS & MEDIA

Creating and maintaining media relationships to promote and advance organization image.

Utilizing various media outlets to increase exposure and improve perception to public eye.

DESIGN & TECH

Power user in Adobe Creative Suite, Final Cut Pro, Wordpress, Drupal, email campaign platforms, Microsoft Suite.

OTHER

Excellent verbal and written skills.

Experienced photographer/videographer – video and publication.

CERTIFICATES

Supervisory Skills 1

Certificate from University of California Davis – Division of Continuing and Professional Education

EDUCATION

Sacramento State University
Bachelors Department of Design
Graduated 2009

