

Kale Elledge

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Mission-driven communications leader focused on developing innovative strategies and tools that elevate brand visibility and meet stakeholder needs in fast-evolving environments.

CAREER EXPERIENCE

Food Literacy Center, Director of Development and Marketing | Sacramento, CA | 2025

Oversaw all development and marketing needs, including donor engagement, organizational branding, design, electronic communication, social media, and public relations. Implemented project management systems for a team of three to adhere to deadlines and goals.

Key Accomplishments

- Improved peer-to-peer fundraising by establishing an annual outreach campaign for all levels of existing donors and potential donors.
- Implemented a volunteer outreach campaign and increased volunteer recruitment by 30 percent.
- Led all event planning, logistics, and registration for annual events targeting local influencers and funders.
- Oversaw and carried out all branded graphics and content for external distribution.

Museum of Science and Curiosity, Marketing & Communications Manager | Sacramento, CA | 2023 – 2024

Managed a team of content creators and graphic designers to promote programs on social media. Served as media relations contact for local media and crisis communications. Guided organization branding and messaging for external communication. Led fundraising campaigns for annual donation opportunities.

Key Accomplishments

- Improved organizational outreach to the community by establishing partnerships with local media, paid media, and news outlets.
- Exceeded fundraising goals in 2023 through consistent messaging across print media, electronic media, and social media.
- Established and led a committee of eight local communication leaders to advise on organization strategy, budget, and content.
- Oversaw a team of designers and content creators to generate compelling communications.

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

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. Worked remotely with other department team members to promote resources and programs.

Key Accomplishments

- Worked directly with department leaders and stakeholders to create two new web-based resources for families and child care providers.
- Created compelling visuals, infographics, and reports for external distribution and stakeholders.
- Worked with board members to spotlight local agencies for social media and newsletter outreach.

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

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

Key Accomplishments

- Promoted SELPA resources and services, increasing charter school membership from 254 to 415 LEAs statewide.
- Supported a volunteer parent support group by preparing talking points, resources, and infographics to represent special education during legislative visits.
- By request from the California Department of Education, I led the efforts to host a database of distance learning resources during COVID-19 closures.

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

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

Key Accomplishments

- Worked closely with board presidents to provide monthly messaging to all members sent via video, email, and social media.
- Worked closely with our student population to showcase the profession of optometry.

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

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

Key Accomplishments

- Supported volunteer state workers during rallies, legislative visits, canvassing, and other activities to promote union values.
- Provided timely distribution of information during bargaining sessions to over 90,000 state workers.
- Wrote, designed, and provided photographs for weekly newsletter distribution.

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 the public.

DESIGN & TECH

Expert 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. Expertise in 508 Accessibility Compliance.

CERTIFICATES

Supervisory Skills 1

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

EDUCATION

Sacramento State University

Bachelor's: Department of Design Graduated, 2009