

# KELLY JO HINRICHS

## EXPERIENCE

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- Resort Lifestyle Communities** Lincoln, Nebraska 2014 - Present  
**Vice President of Marketing:** Provide sales and marketing direction to increase corporate efficiencies, sales, and growth rate while building and maintaining a strong brand in the senior living industry. Responsible for hiring, training and managing a national pre-open and lease-up sales team to reach lead and lease goals. During my leadership, we've leveraged aggressive marketing and sales programs with hyper-local strategies to grow from opening one community a year to groundbreaking/opening one a month. My team has doubled opening lease sales and set new census benchmarks for future communities. Developed a brand standards manual and web-based portal for community managers to order marketing materials, supplies, and premium items. Launched a new website to increase SEO and established offline marketing, social media analytics, and protocols.
- Hospitality Institute Montreux (HIM)** Montreux, Switzerland 2018-Present  
**Remote Lecturer:** Worked with Dean Ulrika Bjorklund to develop a program for a Senior Living industry academic focus, Management for the Senior Living Industry. Taught classes and guest lectured on branded hospitality, event planning, career options and geriatric voice, brand and content development ques.
- Mitchell Communications Group** Fayetteville & Bentonville, Arkansas 2008 - 2014  
**Senior Strategist & Sales Director:** Provided innovation and team leadership for Walmart U.S Brand and Sam's Club Marketing, Public Relations, Corporate Foundation, and Corporate Communications departments within scope and budget for the agency team. Managed grand openings, remodels, relocations, media relations, sponsorships and grants, celebrity and guest appearances, community leadership, and media training. Oversaw Walmart and Sam's Club seasonal merchandise programs and all hyper-local store level media training/coaching and led new business development research and news media pitches. Developed and facilitated Project Hyper Local, which increased our Sam's Club and Walmart agency contract by 50% in FY14. Managed the Walmart NASCAR Race Time partnership, including info-graphics, fan-centric social integration and crowdsourcing.
- Consult One.** Lincoln, Nebraska 2000 - 2012  
**Founder & President:** Strategic marketing communications consultant for businesses and organizations, as well as marketing agency collaboration, as needed. Key accounts included Scooters Coffee, Madonna Rehabilitation Hospital, Lincoln Public Schools Foundation, Pattino Shoe Boutique, Moose's Tooth Outdoor Co., CycleWorks, and FUSION for Women. Offered research insights, tactical executions, and data analytics to elevate and manage brands to grow businesses.
- University of Nebraska College of Journalism & Mass Communications** Lincoln, Nebraska 1997-2002  
**Adjunct Faculty (1997-1999) and Associate Professor (1999-2002):** Associate Professor in Advertising and Public Relations, student advisor, and Advertising Club sponsor. Offered additional campus support through Academic Outreach Committee, new course development, and Honor's program selection committee.
- Cliffs Notes, Inc.** Lincoln, Nebraska 1992-1999  
**VP Sales & Domestic Marketing:** Managed marketing team and sales force programming, store and regional merchandising, conventions and sales meeting planning and oversight, co-op initiatives, and in-store signage and displays. Hired and managed communications agency relationships and provided marketing communications leadership on new product and packaging development.
- Swanson Russell Associates Marketing Communications** Lincoln, Nebraska 1986 - 1992  
**Senior Account Executive:** Account team leadership and client liaison for Runza Restaurants, Cliffs Notes, Inc., Nebraska Beef Board, Vishay/Dale Electronics, Baldwin Filters, STI Software, Holloway Formalwear, Snyder Industries, and The Steak House.

## EDUCATION

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- University of Nebraska-Lincoln College of Journalism** Degree: **Bachelor of Journalism & Mass Communications**  
**Areas of Focus:** Advertising, Public Relations, and English

## INDUSTRY MEMBERSHIPS

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- Public Relations Society of America (PRSA)**  
**American Marketing Association (AMA)**  
**American Advertising Association (AAA)**

## RECOGNITION AND COMMUNITY SERVICE

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- Robert Carstens Charitable Foundation:** Director of Gifting  
**Special Olympics National Games:** Commissioner and Aquatics Leadership Director, Venue Director, and Volunteer Coordinator  
**March of Dimes Volunteer:** Chef Auction Fundraiser Committee Member  
**2000 UNL Teacher of the Year:** A student-selected award  
**Lincoln Southeast High School Volunteer:** PTO President, Swim & Dive Team Booster President, Choral Booster Treasurer, and President  
**Tom Osborne's Teammate Program Volunteer:** Student Mentor