

# KELLY MCATEE

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[Thingstodoocala@gmail.com](mailto:Thingstodoocala@gmail.com)

Energetic and driven individual with a Bachelor's degree in Health Services Administration. Highly skilled in social media and other communication strategies ensuring consistent messaging and branding across various platforms. Proficient in outreach to diverse stakeholders, media, and the public. Comfortable with public speaking and presentations to large groups. Provides experience to maximize resources and creates solutions to meet goals. Excited about the opportunity to serve and make a difference in the open position at your organization.

## PROFESSIONAL EXPERIENCE

### JUNE 2021 – CURRENT

#### **DIRECTOR OF SOCIAL MEDIA & MARKETING, OCALA METRO CHAMBER & ECONOMIC PARTNERSHIP**

- Ensure effective communication of CEP mission, vision, initiatives, positions, programs, and accomplishments to partners, stakeholders, media, and the public through various channels
- Maintain consistent branding and messaging across digital media, print mediums, and photography/video production
- Coordinate the CEP's Annual Luncheon public event managing all A/V presentations at the World Equestrian Center
- Develop infographics, flyers and presentations for the CEO and CEP team regularly
- Coordinate the CEP's monthly exCEPTional Mornings Breakfast managing all A/V and communication with speakers and sponsors
- Writer and photographer for the CEP Network and Ocala's Good Life magazines with the aim to tell the story of the CEP and the Ocala Metropolitan Statistical Area
- Photographer for all CEP events, including partner ribbon cuttings and grand openings
- Maintain and update CEP website, including adding new content, protecting the CEP brand, and revamping the website as needed
- Manage over 10 CEP social media pages with the goal to increase audience engagement, reach, and awareness of CEP events and programs, including exceeding growth targets for followers and engagement levels
- Compose and distribute media alerts and press releases while maintaining professional relationships with the media

### OCTOBER 2020 – JUNE 2021

#### **RESIDENT PROGRAMS COORDINATOR, BROOKDALE CHAMBREL PINECASTLE**

- Served as the interim Director of Resident Programs including management of staff, scheduling activities, and participating in leadership team meetings
- Research, develop and implement new activities and events that result in improved quality of life of residents
- Coordination of an annual fundraising event including building relationships with partners and donors as well as contracting with local vendors
- Lead residents in activities, both in social settings as well as in their rooms during COVID19
- Disseminating information throughout the community about daily and weekly events
- Utilize technological skills to implement streamline communication on electronic devices throughout the facility

**JUNE 2017 – CURRENT**

**OWNER, THINGS TO DO OCALA – THINGS TO DO, LLC**

- Oversee executive leadership and all company-related trainings
- Hiring and supervision of employees
- Set weekly appointments with prospective clients, give presentations, and answer questions
- Management of all social media platforms for Things To Do Ocala including Facebook, Instagram, LinkedIn, Twitter (X), and TikTok
- Promote awareness for government and nonprofit organizations and events such as the Habitat for Humanity Strawberry Festival, Ocala Main Street, City of Ocala Diverse Small Business Enterprise, Ocala Recreation and Parks, Ocala Downtown Market and Marion County Day
- Provide the community with an organized list of events on social media platforms and weekly radio announcements
- Engage interaction between businesses and community members

**FEBRUARY 2018 – OCTOBER 2020**

**COMMUNITY IMPACT COORDINATOR, UNITED WAY OF MARION COUNTY**

- Developed and implemented United Way of Marion County's Coronavirus Relief Fund including hiring and managing of staff
- Managing the software for United Way's grant funding process (e-CImpact) used by applicants, volunteers and staff including training, implementation and ensuring data integrity
- Staff support to the local FEMA/EFSP Board, fulfilling management and administrative duties as the Marion County Liaison for FEMA/EFSP
- Attend Emergency Operations Center (EOC) meetings
- Lead staff for community wide GoMarion! collaborative
- Responsible for financial and impact reporting on governmental grants
- Provide support for all Vision Councils' activities (including but not limited to preparing minutes, confirming speakers, sending meeting reminders, updating rosters and email groups)
- Represent United Way at public events and promote resources as necessary

**OCTOBER 2012 – JANUARY 2013**

**MEDICAL STAFF SERVICES VOLUNTEER, MUNROE REGIONAL MEDICAL CENTER (NOW ADVENTHEALTH)**

- Electronic database searches of current and new providers
- Verify education, medical experience, and review background records
- Communication by phone and fax to licensing agencies

**AUGUST 2009 – JANUARY 2011**

**LABORATORY TECHNICIAN, UF FLORIDA BIOLOGIX – CENTER OF EXCELLENCE FOR REGENERATIVE HEALTH BIOTECHNOLOGY**

- Coordinate and manufacture clinical trials, phase I and II
- Compliant with FDA and OSHA regulations
- Implement quality assurance through ISO and GMP documentation specifications
- Author and review of SOP's and records
- Perform internal audits
- Proficient in Microsoft Office
- Interview potential employees
- Utilize leadership skills in training new team members

**MAY 2004 – OCTOBER 2007**

**ADMINISTRATIVE ASSISTANCE AND CUSTOMER RELATIONS, TJM PROMOS, INC.**

- Responsible for accounts receivables, payables, and international transactions
- Process accounting for sales of \$4,000,000 annually
- Receive and manage a high volume of phone calls
- Excellent typing skills

## EDUCATION

2013

**B.A.S HEALTH SERVICES ADMINSTRATION, SANTA FE COLLEGE**

Gainesville, FL

2012

**A.S BIOTECHNOLOGY TECHNICIAN, AA BIOLOGICAL SCIENCES, SANTA FE COLLEGE**

Gainesville, FL

2004

**HIGH SCHOOL DIPLOMA, GRADUATED WITH HONORS, WEST PORT HIGH SCHOOL**

Ocala, FL

## COMMUNITY INVOLVEMENT

2020 – 2023

**BOARD MEMBER, YOUNG PROFESSIONALS OCALA**

2019 – 2021

**AMBASSADOR, OCALA METRO CHAMBER AND ECONOMIC PARTNERSHIP**

2019 – 2020

**BOARD MEMBER, OCALA MAIN STREET**

## REFERENCES

**Kevin Sheilley, CEO & President**

Ocala Metro Chamber & Economic Partnership

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**Natalie McComb, Executive Director**

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**Teddy Sykes, Programmer/Analyst**

Signature Brands

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