

Lexi Hotchkiss

Lexi@LexiHotchkiss.com ♦ www.LexiHotchkiss.com

Work Experience:

Public Relations, Content Marketing, Freelance Writing: Lexi Hotchkiss PR, LLC
Charlotte, NC (April 2014 – Current)

Previous freelance work: Alexis Robinson PR, Lakewood, OH (2006 – 2007)

- Create strategic public relations plans and employ tactics to achieve client goals
- Craft and implement integrated content strategies across multiple platforms (web, social)
- Write online articles, newsletters, blogs, marketing collateral, news releases, web copy
- Research local and national media; create lists; pitch stories, ideas and concepts
- Client list: Positively Cleveland, Bagsmith Luxury Yarn, The Dental Specialty Group, Corporate Research and Investigations, Western Reserve Community Band, JuJu Beads

Director of Communications: Positively Cleveland Convention & Visitors Bureau
Previously held positions: Communications Manager, Communications Coordinator
Cleveland (February 2009 – March 2014)

- Directed all strategic public relations, which integrated all areas of the organization's activities: leisure travel, meetings and conventions, group tour, group leisure travel, local advocacy, institutional/industry outreach
- Pitched and responded to worldwide media and bloggers resulting in more than 2,600 articles and \$13.2 million in advertising value over a four-year time span (1,200 articles and \$5.28 in 2013)
- Hired/managed four full-time communications employees, as well as three public relations agencies, seasonal interns, temps, freelancers, contractors and volunteers
- Hosted more than 360 travel media in Cleveland; toured them around the region and coordinated their trip logistics (meals, transportation, accommodations, etc.)
- Managed the writing /content development of company website and six e-newsletters
- Wrote/edited news releases, op eds, story starters, speeches, advertising copy, RFPs, etc.
- Maintained close partnerships with civic and government organizations, elected officials, event planners and regional/statewide attractions and CVBs on a variety of initiatives
- Served as company spokesperson for proactive and reactive media and during industry activities, community events and crisis situations

Marketing Manager: Maui Sands Indoor Waterpark Resort
Cleveland and Sandusky, OH (September 2007 – December 2008)

- Negotiated, bought and managed \$500,000 multifaceted advertising budget
- Coordinated promotions (exclusive soft drink partnership, added-value advertising, etc.)
- Created and operated company website; developed online reservation system and promotional microsites; directed all social media efforts
- Oversaw media relations, community relations and special events
- Wrote, coordinated and distributed all marketing and group sales materials
- Worked directly with local and off-shore vendors
- Hired/supervised team of hourly employees including the entertainment department

Assistant Account Executive: Landau Public Relations
Cleveland, OH (February – September 2007)

- Wrote/edited news releases, advisories, web copy, newsletters, brochures, etc.
- Pitched news stories to local and national media
- Primary accounts covered tourism and economic development, grocery industry, CPGs

Public Relations Coordinator: Geauga Lake & Wildwater Kingdom Amusement Park
Aurora, OH (April 2004 – September 2006)

- Served as company spokesperson; coordinated the release of all media materials
- Handled crisis communication; wrote and trained staff with crisis policies
- Managed and wrote website and all marketing/sales/ticketing collateral
- Planned/executed added-value promotions, community activities, media days, etc.
- Wrote upper management's speeches, talking points and internal communications
- Hired/supervised team of seasonal hourly employees

Education:

Kent State University: Kent, OH (Graduated December 2003)

- B.S. in Journalism and Mass Communication, concentration in Public Relations
- Minor: Political Science, focus on State Government
- GPA: 3.65, Magna Cum Laude

Skills:

- **Software and Online Resources:** Vocus, CisionPoint, PitchEngine, Simpleview CRM, Constant Contact, MagnetMail, MS Windows Office Suite
- **Web and New Media:** WordPress, RSS feeds, Twitter, Facebook, LinkedIn, Instagram, Vine, YouTube, Pinterest, some HTML
- **Writing:** Proficient in Associated Press and SEO copywriting

Other Activities:

- Blogger for Charlotte Moms Blog (www.charlottesmomsblog.com/author/lexi/)
- Cleveland Leadership Center: Cleveland Bridge Builders Class of 2013
- Public Relations Committee Chair for Gay Games 9
- Committee member for Riverocity Cleveland
- Volunteer for Citizens Committee for Lakewood Animal Shelter
- Kent State University Alumni Association – Cleveland Chapter
- School board member for Lakeside College Preparatory Academy (board secretary)
- Akron Civic Theater Annual Fundraising Event Planning Committee
- Professional adviser and public relations/crisis communication speaker for PRKent
- Professional speaker for the Public Relations Student Society of America
- State Senatorial Campaign Manager for Jamie Callender for Senate (2003-2004)
- Kent State University's Columbus Program in Intergovernmental Issues (2003)