

Katie E. Thomas, MA, APR

Email: katie.crabtree@gmail.com • Phone: (740) 418-4292

Experience

Senior Manager, Population Health Marketing + Content and Educational Partnerships, March 2022 - Present

Manager, Population Health Marketing, March 2020 - March 2022

Account Manager, Consumer Marketing, August 2018 - March 2020

Senior Strategist, Consumer Marketing, August 2015 - August 2018

Nationwide Children's Hospital & The Kids Mental Health Foundation

Responsible for:

- Leading marketing and communication strategies for two strategic plan accelerators, population and behavioral health, for one of the nation's largest children's hospitals, including overseeing content and partnerships for The Kids Mental Health Foundation, the leading organization promoting children's mental health in the United States. Efforts led to population health being awarded the Hearst Health Prize, the most prestigious award for this work, and reaching more than 18 million people with children's mental health-related content
- Translating hospital strategic plan goals into marketing and communication strategies for more than 15 service lines, offering clear goals and objectives and providing counsel to hospital leadership
- Managing and guiding marketing and communication strategies and campaigns, overseeing campaign execution, budgeting and cross-channel integration to drive business goals and enhance reputation. Marketing plans resulted in a 48% increase in first clinic visits and a 198% increase in school-based health visits through paid, earned, owned and social efforts
- Expanding and evolving behavioral health and population health visibility across thought leadership, internal, social media, community relations and media relations platforms. Directed the communication, marketing and content strategy for the opening of the Big Lots Behavioral Health Pavilion, America's largest behavioral health center on a pediatric campus
- Developing strategic partnerships with national organizations to promote child mental health content and representing the Foundation nationally at conferences and coalition meetings as a spokesperson; more than 30 organizations serve as partners
- Leading education development, content strategy and content creation for The Kids Mental Health Foundation, including curricula, a monthly teacher wellness box and videos for educators, curriculum for workplaces, sports curriculum and digestible content for parents
- Overseeing go-to-market strategies to announce rebranded organization and creating messaging for multiple stakeholders, along with a comprehensive talking points deck for all audiences
- Mentoring and developing staff

Lecturer, August 2022 - Present

The Ohio State University Department of Communication

Responsible for:

- Teaching undergraduate students writing and editing through "Writing for Strategic Communication;" craft lectures based on learning objectives and prepare students for future communication roles

Communications Manager, July 2014 - August 2015

Ohio Deferred Compensation

Responsible for:

- Strategizing and executing annual communication plan, including brand management, for one of the country's largest 457 retirement plans
- Collaborating with service provider to develop targeted communication strategies, education initiatives and marketing campaigns
- Developing and implementing the organization's social media policy and strategy (increased Facebook likes by 270% in nine months)
- Writing and editing content for a variety of print and electronic newsletters (newsletters surpassed the national average for open rate and seven times the click-through rate for the financial sector)
- Leading joint communication efforts and initiatives with other state pension organizations
- Developing, writing and overseeing video production for educational video series

Interactive Marketing Coordinator, October 2010 - July 2014

Department of Recreational Sports, The Ohio State University

Responsible for:

- Crafting, executing and overseeing communication, such as project management, media relations, copywriting, editing, promoting and creating marketing plans for facilities and services (resulted in an increase from 750 patrons to 10,000 patrons activating yearly fitness passes) for all 12 service areas of the nation's largest collegiate recreational sports program
- Writing, developing and maintaining content on three websites (increased 66% in traffic and 44% in page views during one academic year)
- Managing a complete portfolio of brand-based social media (Facebook, Twitter, Tumblr, Pinterest and Instagram)
- Crafting a comprehensive social media plan encompassing video and engagement strategy (resulted in a 152% increase in engagement)
- Leading and mentoring 10 marketing, photography and design interns
- Serving as the lead writer, editor and content developer for a yearly handbook, quarterly magazine, 12 monthly e-newsletters, websites, promotional event calendars and various marketing and communication materials (newsletters maintained double the national average for email open rates and six times the national average for email click-through rates in the education sector)

Director of Communications and Education, August 2004 - October 2010

Ohio Psychological Association

Responsible for:

- Writing and editing four publications, including an electronic newsletter and a scholarly journal
- Leading and developing social media strategy
- Coordinating all aspects of an annual convention, including budget, hotel, audiovisual, speakers, workshops, registration, volunteers and award ceremonies (convention income exceeded budget expectations)

Skills

- Strategic Planning
- Strategic Adviser
- Relationship Management
- Writing: AP Style, Editing, Editorial Calendar Planning, Content Curation, Content Strategy, Messaging
- Public Speaking
- Budgeting and Data Analysis
- Account Management
- Brand Management
- Event Planning and Execution

Awards & Honors

- National Public Relations Student Society of America (PRSSA) Hall of Fame
- *Columbus Business First* 2021 40 Under 40 recipient
- Tom Poling Practitioner of the Year (2021), Central Ohio Public Relations Society of America (PRSA)
- Walt Seifert Award for Outstanding Service to Central Ohio PRSA
- First Place, Cause Marketing Campaign, American Marketing Association - Columbus
- PRism Award, Big Lots Behavioral Health Pavilion Opening, Central Ohio PRSA
- PRism Award, AwkTalk Website, Central Ohio PRSA
- Award of Excellence, East Central District PRSA
- Silver Addy Award, Columbus American Advertising Awards
- PRism Award, Outstanding Speech, Central Ohio PRSA
- Eddy Award, Video Series, Pensions & Investments Magazine
- Overall Category Winner, Publication, American Marketing Association - Columbus
- First Place, Publication, American Marketing Association - Columbus
- First Place, Integrated Marketing Campaign, National Intramural-Recreational Sports Association (NIRSA)
- First Place, Special Event Marketing, NIRSA
- President's Award, Ohio Psychological Association
- Award of Distinction, Holiday Stress News Release, Communicator Awards
- Outstanding Meetings Award, Continuing Education Workshop Series, Ohio Society of Association Executives

Involvement

- Public Relations Society of America (PRSA): National and Columbus Chapter Member; National PRSSA Adviser (Present); National Champions for PRSSA Committee Member (Present); Local President (2020); President-Elect (2019); Treasurer (2018); Board of Directors (2017); Programs Committee Chair (2015 - 2016); National Mentor Committee Chair (2006)
 - Served as president during COVID-19 pandemic; transitioned all programming to virtual, including two-track virtual conference; led initiative for permanent bylaws change for Diversity & Inclusion Officer on Board; started student scholarship fund which, raised more than \$1,500 for students; Diversity efforts received Honorable Mention for Diversity & Inclusion from PRSA National
- Harmony Project (May 2021 - Present)
- Ohio State PRSSA Mentor (2011 - Present)
- Certified Spinning Instructor (2014 - Present)
- Franklin County Suicide Prevention Coalition: Communication Action Team Member (2021 - 2023)
- Cat Welfare Association: President (2022 - 2024); Board Member, Secretary and Marketing Committee Member (2014 - 2024)
- South High School: Mentor (2016 - 2021)
- Celebrate Linden Newsletter Editor, Designer and Writer (2016 - 2017)

Education

Accreditation in Public Relations (APR)

The Ohio State University

Master of Arts

Otterbein University

Bachelor of Arts, Magna Cum Laude

Majors: Journalism and Public Relations

Minor: Speech Communication