

Keegan Kociss

815.295.6627 • keegankociss@gmail.com

[linkedin.com/in/kkociss](https://www.linkedin.com/in/kkociss) • www.kociss.net

Professional Experience

Communications Specialist

School District 146

June 2016 – Present

- Work with members of the administration to increase consistency in communications across all campuses.
- Increase social media engagement each year at District and school levels.
- Assist the District in achieving communications goals set in the District's Strategic Plan.
- Keep materials on the websites updated and informative for audiences.
- Increase positive communication with various stakeholders.

Communications Manager

Higher Learning Commission

December 2013 – August 2015

- Drafted policy updates, procedures, fact sheets and guidelines to meet new branding and style guidelines.
- Created and updated web content.
- Edited all internal and external communications.
- Managed the organization's social media efforts and monitored analytics.
- Acted as liaison with outside vendors.

Quality Control Manager

Shopwerks, Inc.

December 2011 – December 2013

- Created and managed a new Quality Control Manual for ongoing use.
- Designed marketing pieces to expand client list.
- Updated Employee Handbook and managed employee-training program that utilized OSHA guidelines.
- Created and maintained a website to include new media.
- Assured all material met contract specifications and maintained appropriate certification to do so.

Program Specialist

Illinois House of Representatives

September 2007 – December 2010

- Disseminated legislative information via press releases, letters to the editor, and media advisories.
- Maintained positive press relations and tracked media mentions.
- Contacted hundreds of constituents each month via a direct mail plan.
- Acted as liaison between constituents and state agencies.
- Planned successful meetings, town hall events and press conferences.

Skills

Social Networking

Facebook, LinkedIn, Twitter, Instagram, Snapchat
Social Media Management software and analytics

Promotions and Events

Creating and utilizing pamphlets, fliers, and newsletters
Planning and executing fundraising and informational events
Press conference planning
Managing logistics and budget

Photography/Videography

Documentary and portrait photography
Photo editing
Event and documentary videography
Livestreaming via YouTube and Facebook Live

Computer Literacy

PC and Mac formatted systems
Adobe Creative Suite
Final Cut Pro, iMovie, and other video editing software
Microsoft Office, iWork, Google Docs Editors

Education

University of St. Francis

Graduated, 2007

Bachelor of Arts Degree in Mass Communication
Concentrations in PR/Advertising/Journalism

Joliet Junior College

Graduated, 2005

Associate of Arts Degree General Education

Professional Affiliations

Illinois Chapter of the National School

Public Relations Association (INSPRA)

Vice President of Communications, 2021-Present
Board Member at Large, 2020-2021

National School Public Relations Association (NSPRA)

Public Relations Society of America (PRSA)