

Kelly Bajorek

Marketing, Public Relations, and Communications

kelly@kellybajorek.com | 970-776-6866 | <https://www.linkedin.com/in/kellybajorek/> | Denver, Colorado

SUMMARY

Marketing, public relations, and communications professional with 15+ years of experience. Excels with strategic public relations planning and management, internal and external corporate communications, social media strategy and execution, crisis communications, internal and stakeholder communications, influencer marketing, brand activations, events, and partnerships. Experience in both agency and in-house settings across various industries. Strong knowledge of hospitality and tourism, restaurants/food & beverage, and large-scale events.

RELEVANT SKILLS

Public relations strategy	Experiential marketing, brand activations
Corporate communications	Guest/customer relations
Executive positioning and communications	Email marketing
Media relations	Website content management
Crisis communications	Graphic design

EXPERIENCE

Sage Hospitality Group

www.sagehospitalitygroup.com

November 2016 - Present

Denver, CO

Senior Director, Corporate Communications, Public Relations & Marketing

Feb 2022 – Present

Newly created, cross-functional role within the organization. Responsible for the creation and implementation of business-to-business communications, public relations, and marketing strategies that position Sage Hospitality Group as a leader in the hospitality industry. Additionally support all internal communications strategies, including executive communications and email newsletters.

Director of Corporate Communications and Public Relations

April 2020 – Jan. 2022

Maintained responsibility for oversight of PR and social media efforts for the Sage Hotel Management portfolio, with the added responsibility of Sage Hospitality Group's overall corporate communications strategies, both internally and externally.

Spearheaded all communication efforts for the organization and our portfolio of 60+ hotels across the country throughout the COVID-19 pandemic including crisis communications, executive communication, media relations, social media strategy, creation of SOPs, and organization of a support fund for furloughed associates.

Director of Public Relations and Social Media

Jan. 2019 – March 2020

Manager of Public Relations and Social Media

Nov. 2016 – Dec. 2019

Responsible for complete oversight of the Sage Hotel Management portfolio of 60+ hotels across the U.S. in all aspects of public relations and organic social media strategy to support each property's overall business objectives:

- Worked with all properties and hired agencies to develop and execute public relations and social media strategies that drove awareness, created a positive reputation, and supported business objectives
- Counseled property teams on and conceive of partnerships, packages, programming, and activations that were media worthy, on-trend, on-brand, and delivered on Sage's goal of creating places people go to, not through
- Directed crisis communications efforts for all properties and acted as company/property spokesperson as needed
- Collaborated with key stakeholders at the corporate level, as well as property ownership, to ensure that all teams were informed on, and aligned with, property PR and social media efforts
- Continually educated and trained teams in the field on best practices and execution of social media and PR tactics
- Tracked all KPI metrics in both PR and social media; where software and tracking tools were not available, was responsible for creating systems that effectively track and report on the quality and value of each property's PR and social media efforts

Sonnenalp Hotelwww.sonnenalp.com**July 2013 - October 2016**

Vail, CO

Marketing Manager

Managed and executed marketing and advertising tasks to support the successful operation of all hotel divisions, including five restaurant outlets, spa, golf club, group and leisure sales, and special events. This included:

- Execution of marketing strategy and planning across all business lines
- Brand management
- Budget creation and management
- Media planning and buying
- Graphic design
- Advertising and collateral production
- Email marketing
- Website management
- Social media strategy and management
- Public relations

Vail Recreation Districtwww.vailrec.com**March 2013 - July 2013**

Vail, CO

Marketing Manager (contract)

Worked with marketing and communications director on projects as needed including a complete rebuild of existing VRD website in Joomla, copywriting for marketing materials covering seven departments, writing and editing of press releases, and design and placement of advertising.

Highline Sports & Entertainmentwww.gohighline.com**July 2010 - January 2013**

Vail, CO

Public Relations and Social Media Director

Executed full-scale public relations and marketing campaigns for Highline-produced events including Vail Snow Daze, Spring Back to Vail, Vail Oktoberfest, Gourmet on Gore, and more:

- Media relations and pitching
- Press release creation and distribution
- Press kit creation
- On-site media management
- Email marketing
- Social media strategy and management
- Website maintenance and copywriting
- Design and production of marketing materials
- Management of on-site brand activation at large-scale entertainment events and festivals for products and brands like Red Bull, GoPro, Bud Light, and Frontier Airlines

Managed all marketing and PR needs for all Larkburger restaurants:

- Brand management
- Email marketing
- Website management
- Collateral design and production
- Advertising (print and digital)
- Media relations, brand spokesperson
- Social media strategy and management
- Community relations
- Restaurant openings - handled all promotion and marketing for the opening of 8 locations
- Guest relations

Peeples Ink PR

www.peeplesink.com

Junior Account Manager

Direct management of public relations initiatives for Aspen Meadows Resort and Red Sky Golf Club accounts.

Supported senior account managers in day-to-day account operations for all other clients.

October 2007 - July 2010

Vail, CO

EDUCATION

Texas Christian University

Fort Worth, TX

Bachelor's Degree in Advertising/Public Relations with a minor in General Business

- Graduated cum laude with honors
- Activities and societies: Kappa Kappa Gamma, Order of Omega, Up 'til Dawn: Benefiting St. Jude Children's Research Hospital, Froghouse: a Habitat for Humanity Project, TCU Panhellenic Council, TCU Honors Program, Resident Assistant