

Kathie Reeves, Marketing Manager

Brief Position Description: Responsible for assisting all programs with online marketing strategies and overall TravelSalem.com management. Assist with tourism marketing efforts.

BIO – Kathie Reeves

Kathie Reeves worked as the Marketing Assistant for Travel Salem from 2003 up until August 2005 then became Travel Salem's Marketing Manager. Kathie is a graduate of Chemeketa Community College, with a degree in Hospitality and Tourism Management.

Kathie manages the TravelSalem.com website. She serves as the liaison with Travel Salem's web designer and optimization contractor. Kathie's understanding of the web and ability to quickly grasp new techniques and concepts have enabled TravelSalem.com to stay within the top three ranks among popular search engines. With Kathie's abilities Travel Salem was able to leverage the web marketing budget while quickly and efficiently serving the TravelSalem.com visitors.

In 2010 Kathie expanded her online capacity to include social media. She manages content and oversees interaction on Travel Salem's Facebook, Twitter, Flickr, YouTube and Pinterest accounts. Social media is a major part of how people interact online and Kathie insures that Travel Salem is being seen and banded though the different mediums.

In her prior position as Marketing Assistant, Kathie built strong relationships with travel publication editors that have resulted in Salem media impressions worth \$103,861 (FY 06-07). She was adept at using many unique resources and techniques to pitch story ideas to achieve maximum results with print media. She created a media database that tracked publication editorial and determined whether Travel Salem generated the initial contact.

As Junior Editor of the Salem Area Visitors Guide, Kathie collects data and works with Salem entities (e.g. businesses, organizations, events) to ensure their inclusion, she also serves as one of the proof readers.

Kathie is an official "*Q*" *Trainer* (Quality Service) and has been a presenter for many high schools and Chemeketa Community College. Kathie's organizational skills and ability to juggle multiple tasks play an important role as Marketing Manager. She managed and evaluated the Association's email marketing strategies and the overall organization of multiple and diverse databases. She is a consummate professional whether she is organizing an event, working on TravelSalem.com or promoting Salem to visitors through consumer engagement platforms.