

Kathie Reeves, Marketing and Online Manager

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

BIO – Kathie Reeves

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

Kathie manages the current SCVA website. She serves as the liaison with SCVA'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 SCVA was able to leverage the web marketing budget while quickly and efficiently serving the TravelSalem.com visitors.

Kathie has built strong relationships with travel publication editors that have resulted in Salem media impressions worth \$103,861 (FY 06-07). She is 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 SCVA generated the initial contact.

As Junior Editor of the 2005, 2006, 2007 and 2008 Salem Area Visitors Guides, Kathie collected data and worked with Salem entities (e.g. businesses, organizations, events) to ensure their inclusion, she also served as one of the proof readers.

Kathie played an integral role with the 2004 Salem area branding process serving on the steering committee that ultimately determined the final brand – Salem, Oregon Naturally Inspired! 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 & Online Manager. She managed and evaluated the Association's email marketing strategies and the overall organization of multiple and diverse data bases. She is a consummate professional whether she is organizing an event, working on the TravelSalem.com website or promoting Salem to visitors, tour operators or the media.