

# KEVIN G. HAGGERTY, CPRS

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## MARKETING/BUSINESS DEVELOPMENT STRATEGIST

Visionary leader, long-horizon strategist, and savvy business professional seeking a challenging marketing and business development role. Ability to develop marketing strategies, business expansion, finding and unlocking new/repeat sales opportunities, and client relations development.

**TECHNOLOGY:** MS Office, Salesforce, CRM, Azzly, Event Brite, Photoshop, Adobe.

*Core competencies include:*

Adaptable Change Agent  
Resilient and Dedicated  
Integrity-Driven Work Ethic

Thrive in Challenging Roles  
Kind and Compassionate  
Highly Social/Approachable

Creative Innovator  
Outdoor Fitness Enthusiast  
Team Collaborator

"Kevin is an absolute professional in every sense of the word. He is a very talented and will do whatever it takes to succeed in any task. I loved working with him and he brings such a positive energy into any situation." -  
**Duke T., Outreach Coord., Integrative Life**

## PROFESSIONAL EXPERIENCE

**MARKETING ASSISTANT/ALUMNI COORDINATOR** | Integrative Life Center 2017

- Brought in to develop an alumni outreach program, evaluated 600 current records and contacted 300 alumni; developed a weekly aftercare program and provided a supportive environment for others.
- Oversaw and planned marketing meetings for 6 events in 1 month; managed social media online content and organization's Facebook page.

**CASE MANAGER** | Cumberland Heights 2016 to 2017

- Provided support to counselors in development of treatment plans and continued care programs; managed 60 cases simultaneously including post-discharge planning.
- Supported a wide variety of cases and completed bio-psycho social interviews and routing screenings that ensured safety/risk assessment, trauma, vocational and routing screenings were completed.
- Communicated with family members, referral sources and healthcare teams for each assigned case.

**RESIDENT COUNSELOR** | Hope Homes 2016

- Served as a non-licensed resident counselor for up to 15 clients that included intake assessment, bio-psycho social and other relevant prescreening assessments.
- Supervised 1:1 resident interaction and documented all relevant data needed for the multidisciplinary team of counselors and other healthcare professionals as well as contact with family members.
- Oversaw a number of groups including life skills, community and young adult group interaction.

**ALUMNI COORDINATOR** | The Ranch 2014 to 2015

- Promoted to develop and deliver a solid outreach program to 5K individuals that built strong business relations and critical connections that provided needed funding and support for this trauma mental health addiction facility.
- Followed up with at least 100 cold calls each week with alumni and families; developed a once weekly aftercare meeting and facilitated 2 groups with clients each week at the Ranch.
- Successfully planned 50+ alumni speaker meetings each year including travel arrangements and 20+ annual alumni events including sweat lodge, reunion and climb in Nashville.

**RESIDENT ASSISTANT** | The Ranch 2013 to 2014

- Began tenure providing transportation to clients, organized group events and documenting client information; scheduled client visits and crisis intervention.

**BELL SERVICES/GUEST SERVICE AGENT** | Gaylord Opryland Hotel 2012 to 2013

**WAREHOUSE OPERATIONS** | EZ Brite Brands, Inc., Holidays 2011

**HOSPITALITY HOST, STUDENT/GUEST HOUSING** | University of Dayton Summers 2010/2011

**ADMINISTRATIVE ASSISTANT** | RBC Wealth Management Summer/Holiday 2009

**SALES REPRESENTATIVE** | Pet Supermarket Spring/Summer 2008

## EDUCATION / CERTIFICATIONS

**B.S., Communications** – University of Dayton – 2014  
Certified Peer Recovery Specialist