



Kaela Prall-Moore


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 Lakewood, CO 80228

I am a communications professional with 8+ years of experience creating digital content and communication strategies. In 2018, my Executive Director tasked me with developing and leading a team to manage our internal and client contracted communications projects. In three years, I grew the team to five full-time staff and increased the annual revenue by 300%. I relocated to Lakewood, CO from Wichita, KS in February 2021 and am eager to join an organization doing meaningful work in the Denver area.

Skills Summary

Project Management
Communication Strategy Development
Leadership & Management
Creative & Technical Writing
Business Development
Social Marketing
Public Speaking & Teaching

Speaking Engagements

Art Chatter | Wichita Art Museum | 2019
ICT Nonprofit Chamber Conference | 2019
Healthy Communities Initiative | 2019
9 to Thrive Conference | 2019
EmpowerHer Conference | 2018
Wichitalks | 2017

Board Membership

The Village ICT

2018-2020

The Village ICT works to provide support and direct service to parents experiencing Perinatal Mood and Anxiety Disorders (PMADS).

Professional Background

Coordinator, Strategic Communication Initiatives

07/2018 - present

WSU's Community Engagement Institute

- Directed all internal and external communication projects, including website building, branding, marketing campaigns, graphic design, videography, podcast production, and more.
- Built and supervised incredible team of designers, communications specialists, and A/V specialists.
- Drove business development and grew the annual revenue by 300% in 18 months.
- Created targeted email and social media strategies for non-profits and community organizations.
- Developed marketing campaigns and content for both digital and print platforms.
- Reported directly to the Executive Director and collaborated across centers.
- Generated Statements of Work and managed budgets for new projects.
- Managed all media relations.
- Conducted storytelling and communication trainings, workshops, and conference breakout sessions.
- Served on the Equity Team, a group of staff members working to create equity in the workplace.
- Created the Ally Group, a place for mutual learning around inequity, injustice, and effective allyship.

Published Works

Rupture and Repair | 2019
(Un)graceful Bones | 2019
Kansas Writers: An Anthology |
2018

Work Experience

Coordinator, Strategic Communication Initiatives

07/2018 - present
WSU's Community Engagement Institute

Online Instructor, English & Composition

02/2020 - present
Colorado Technical University

Content Manager, Prevention Initiatives

03/2016 - 07/2018
WSU's Community Engagement Institute

Owner, Operator

01/2013 - 03/2017
Nerdy Bird Media

Test Proctor

10/2010 - 08/2012
Wichita Area Technical College

Education

Southern New Hampshire University

2015-2017 Masters of Arts
English and Creative Writing
Graduated Summa Cum Laude

Southern New Hampshire University

2013-2015 Bachelor of Arts
English and Creative Writing
Graduated Magna Cum Laude
Dean's Student

Online Instructor, English & Composition

02/2020 - present
Colorado Technical University

- Taught ENGL 105 and ENGL 115, both Professional Written Communications courses.
- Managed classroom organization and lesson preparation, delivered lectures, and established personalized communication with up to 70 students at a time.
- Evolved existing curriculum to meet student needs.

Content Manager, Prevention Initiatives

03/2016 - 07/2018
WSU's Community Engagement Institute

- Wrote copy for the Kansas Prevention Collaborative website.
- Developed and implemented communication strategy and content calendar for the Kansas Prevention Collaborative (KPC).
- Designed marketing materials and social media images for all social media platforms. .
- Conducted research and sourced content for the KPC website, including expansive resource library and blog posts.
- Produced two short films for statewide suicide prevention awareness campaigns.

Owner/Operator

01/2013 - 03/2017
Nerdy Bird Media

- Wrote content for a variety of organizations.
- Generated contracts and maintained client relationships.
- Contracted with freelance graphic and web designers to meet project requirements.
- Developed and implemented communication strategies.
- Managed communication platforms.



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