

# KACEY FINCH

## COMMUNICATIONS PROFESSIONAL

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### EXPERIENCE

#### **BRINKER INTERNATIONAL**

##### **Sr. Communications Specialist**

**Sept. 2023 - Present**

- Developing and executing comprehensive internal communication strategies to ensure consistent messaging and alignment with organizational objectives.
- Collaborating with executives and cross-functional teams to gather content and insights for internal campaigns and initiatives.
- Overseeing communication channels, including newsletters, calendar invites, digital boards and town hall meetings, to facilitate effective information dissemination to employees.

#### **Communications Specialist**

**Jan. 2022 - Sept. 2023**

- Rebranded our Restaurant Support Center newsletter to increase engagement and efficiency, owning the process from ideation and employee focus groups to brand design and relaunch.
- Elevated internal communications by utilizing different platforms and content forms to reach, impact and influence employees.
- Revamped the communications plan and strategy for internal initiatives, such as DEI, Wellbeing, Benefits and ESG.

#### **KEPRO (NOW KNOWN AS ACENTRA)**

##### **Marketing & Communications Specialist**

**May 2021 - Jan. 2022**

- Strategized to grow LinkedIn efforts, resulting in tripling Kepro's following in less than 6 months.
- Planned and executed communication strategy for acquisitions.

#### **UF HEALTH CANCER CENTER**

##### **Communications Specialist**

**Jan. 2020 - May 2021**

- Curated content for daily, monthly, quarterly and annual publications, social media, events and more.
- Conducted interviews and developed news stories, press releases and blog posts to positively impact the reputation of the cancer center.

### HELLO!

I'm a results-driven communicator with a passion for storytelling, employee engagement and strategic communications.

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### CONTACT

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### EDUCATION

**2016-2019**

#### **UNIVERSITY OF FLORIDA**

Bachelor of Science, Journalism

Minor, Business Administration

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### SKILLS

- Internal Communications
- Communication Strategy
- Executive Communications
- Project Management
- Employee Engagement
- Content Creation
- LinkedIn Management
- Website & Graphic Design