

# **Kelly Anne Leon**

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## **WORK HISTORY**

### **Union Savings Bank & Guardian Savings Bank**

**August 2019-present**

#### **Vice President for Community Engagement**

Report directly to USB & GSB Chairman, overseeing the banks charitable giving through Community Action Committees (CAC.) The banks regional CAC's encourage and reward employee engagement by making financial contributions to organizations and causes that employees support. CAC's also financially supports annual events including a back-to-school backpack program for more than 3,000 children and a Thanksgiving meal delivery for about 2,000 families. In addition to community engagement, I started and continue to produce a weekly employee newsletter and have taken on a variety of writing and communication responsibilities for our Chairman, many of them related to internal COVID-19 messaging.

### **Xavier University, Cincinnati**

**August 2012-August 2019**

#### **Director for Strategic Communications**

Served as spokesperson and strategic communication adviser for Xavier University and President Michael J. Graham, S.J. Focused on crisis communication and enhancing the image and reputation of Xavier both internally and externally. Worked closely with senior leadership, including athletics, on sensitive issues. Skills regularly utilized include a wide variety of writing, media preparation and training, working with news media, event planning, assisting with social media, marketing and enrollment efforts.

### **Kelly Leon Communications, LLC** (transitioning to "Find the Words...A Writing Service")

**August 2010-August 2020**

Provided variety of communication services with a strong emphasis on video production and media relations including writing news releases, placing stories, script writing, developing communication plans and strategies including social media, media training, crisis communication, speech writing, grant writing, internal communication, event planning and execution. KLC clients included: Cincinnati Children's Hospital Medical Center, Cincinnati Business Courier, Cincy Tech, Union Savings Bank, Ionic Collective, 3CDC, Mercy Health Partners, The Kroger Company, Price Hill Will, Xavier University, GBBN Architects, Queen City Underground, Link Realty, Tender Mercies.

### **Cincinnati Center City Development Corporation (3CDC), Cincinnati**

**December 2007-July 2010**

#### **Vice President for Communications & Community Relations**

Oversaw external and internal communication, including website, social media, media relations and board communication; marketed and promoted 3CDC and its primary focus

areas: Fountain Square, Central Business District and Over-the-Rhine; worked closely with a variety of stakeholders including community, political and business leaders; managed emergency planning and crisis communication; identified and worked with corporate and media sponsors; wrote a variety of documents including letters, memos, grants and op-ed pieces on behalf of the organization.

**Xavier University, Cincinnati**  
**July 1996-November 2007**

**Associate Vice President for Public Relations (June 2007-November 2007)**

In addition to the existing responsibilities outlined below, I was promoted to associate vice president and given the additional responsibility of overseeing the University's grant services and stewardship efforts.

**Director for External/Public Relations (2001-2007)**

Xavier University President Michael J. Graham, S.J. established the office for external relations shortly after his appointment as president. The office was responsible for managing Xavier's external image and relationships with a focus on media, community and government relations. As director, I worked closely with the President. Responsibilities included writing speeches; planning announcements; coordinating crisis communication and advancing the positive external image of the President and the University. In addition to the responsibilities outlined in the media relations role below, I was also part of a development-focused team that was responsible for strategic planning and fundraising. Two full-time positions were added to my staff.

**Director for Media Relations (1996- 2001)**

Responsible for creating an office to promote and manage Xavier University's media image nationally, regionally and locally with a goal to recruit students, influence potential donors and enhance the public image and reputation of the University. Responsibilities also included crisis management; media training; coordinating announcements; spokesperson for the University; meeting regularly with the President; producing videos and responding promptly to all media requests.

**WKRC-TV (ABC), Cincinnati**  
**1990- 1996**

**Managing Editor**

One of two managers responsible for the daily operation of the Channel 12 newsroom. Responsibilities included overseeing 10-15 reporters and anchors daily; generating story ideas; approving scripts; working with photographers, editors, producers and assignment manager to produce six daily newscasts. Quick thinking and flexibility are required in this job, as well as a willingness to be a team player. In addition to managing editor at Channel 12, I served as executive producer for special projects and received two regional Emmy awards for my documentary work.

**WLWT-TV (NBC), Cincinnati**

**1987- 1990**

**Writer/Reporter**

Chief writer for the 5-6:30 and 11 p.m. newscasts and weekend on-air reporter.

**Ft. Lauderdale Sun-Sentinel, Ft. Lauderdale, Fla.**

**1984- 1987**

**Staff Reporter**

Municipal government reporter, including the city of Fort Lauderdale, for the major daily newspaper in Fort Lauderdale, Florida.

**Certified Jazzercise Instructor**

1997-present

Over-the-Rhine Franchise Owner, 2010-2012

**E D U C A T I O N**

M.A. Private Interests & Public Good, Xavier University, 2017

M.A. Journalism, Northwestern University Medill School of Journalism, 1984

B.A. Political Science, University of Cincinnati, 1983

**\*R E F E R E N C E S**

Dan Hurley, Gr. Cincinnati Chamber of Commerce & Historian

Marcia Spaeth, Union Savings Bank

Melissa Baumann, Xavier University Provost

Lynn Marmer, Kroger Co. (retired)

Les Vann, Local 12 WKRC-TV General Manger (retired)

Jamie Smith, Cincinnati Business Courier Publisher

\*(Contact information available on request)