

ERIN KOEHN

Marketing + Communication + Events

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www.erinmarkets.com

Education

Wichita State University

Bachelor of Arts

Integrated Marketing Communications

Software/Skills

Photoshop

InDesign

After Effects

Premiere Pro

Illustrator

Copywriting

Project Management

Event Planning

Market Research

Experience

Oxford Senior Living

Brand Manager

April 2025–August 2025

- Support 23 communities in five states with various marketing collateral (print and digital)
- Create and manage print ads for all communities
- Assist in leading biweekly marketing meetings with each community (46–69 meetings per month)
- Design marketing materials for new events
- Manage relationships with vendors

Assistant Vice President, Director of Marketing
KANZA Bank

June 2019–April 2025

- Lead and implement all bank marketing
- Create and schedule all social media content
- Assist with internal communications, such as employee announcement graphics and spotlight interview videos
- Design, or assist with design, all internal and external marketing materials
- Manage relationship with marketing vendors

Achievements

The Thread: Women's Leadership Collective (2022 graduate, current alumae member)

Wichita Business Journal Award – Young Professionals in Marketing (2023)

Wichita Business Journal – Emerging Leaders (2018–2019 class)

Director of Marketing and Events

Wichita Sports Forum

October 2017–January 2019

- Oversee and implement all company marketing
- Responsible for attracting corporate events and creating new events
- Represent company at networking events and tradeshows
- Member of upper management, managing approx. 50 employees