

# ERIN KOEHN

Marketing + Communication + Events

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## 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

## 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)

## Experience

Assistant Vice President, Director of Marketing  
KANZA Bank  
2019–2025

- 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

Director of Marketing and Events  
Wichita Sports Forum  
2017–2019

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

Eby Construction Company  
Marketing Coordinator  
2015–2017

- Design various marketing materials (ads, brochures, fliers)
- Oversee company website and social media
- Generate and distribute the biweekly internal newsletter
- Assist in organizing company events (lunches, employee and family outings)
- Build proposals for potential clients