



# Kaitlyn Bolduc

## Marketing and Communications Director Make-A-Wish® Oregon

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Kaitlyn Bolduc is an Emmy award winning storyteller who serves as the Marketing and Communications Director for Make-A-Wish Oregon. In this role, she leads the chapter's creative strategy, social and email campaigns, while managing statewide media relationships and the chapter's Wish Ambassador program. Prior to this role, Kaitlyn served as the chapter's Public Relations and Communications Manager for three years. During her four-year tenure with the chapter, she helped increase social media engagement, drive a year-to-year increase in direct mail donations, and produced gala appeal stories that motivated giving.

Prior to Make-A-Wish, Kaitlyn was a journalist for 11 years in media markets across the Pacific Northwest. She asks a lot of questions and is a firm believer that heartfelt curiosity leads to the most compelling stories. A proud graduate of Gonzaga University, Kaitlyn lives in the Portland-Metro area, with her husband and toddler. She also believes that extra sharp Tillamook cheddar cheese can solve any problem.

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### Session(s)

Aligning Development and Marketing to Drive Revenue