People at CTG

Kelsey Butz
Communications Manager

Specialty

• Public relations and marketing
• Writing and editing
• Web site design and content management

Brief Bio

As Communications Manager at the Center for Technology in Government, Kelsey is responsible for planning and implementing marketing efforts in order to effectively communicate information about the Center to government and industry partners, fellow researchers, funders, and the media. She promotes CTG using various channels with the goal of increasing global awareness about CTG’s research, projects, expertise, and staff. This includes but is not limited to social media, media relations, Web News, writing, traditional marketing materials, and more. Kelsey works closely with the University at Albany Office of Communications and Marketing to maximize the exposure of CTG and the University.

Kelsey also acts as Co-Chair of the Tech Valley Young Professional’s Network’s Communications Committee and has volunteered in communications roles with the Alzheimer’s Association NENY and the Colonie Youth Center. Prior to joining CTG, she held communications and marketing positions at Colonie Senior Service Centers and Albany Broadcasting Company.

Education

• B.A. Communication Studies, Public Relations & Advertising, SUNY Cortland – 2010