



Kellie McLaughlin is the Marketing Manager at OPG.

Kellie McLaughlin is the Marketing Manager at Organizational Performance Group (OPG) where she is building and increasing awareness of how OPG helps people work together better. As a marketing and communications professional, Kellie has years of experience managing marketing projects and collaborating with designers, writers, web developers, executive leaders, and more.



Before joining OPG, Kellie oversaw internal communication at the University of New Haven. She helped create a streamlined approach to enable faculty, staff, and students to share news, announcements, events, and other information with the University community through a variety of digital channels.

During her time at CREC, an education nonprofit, she began self-identifying as a “branding bandit.” She was an integral part of the marketing team, leading efforts to promote and increase awareness of the organization’s school choice options for families in the Greater Hartford region.

Kellie received her B.A. in Communication with a minor in Marketing from Western Connecticut State University and her M.S. in Communication from Central Connecticut State University. In her free time, Kellie enjoys live music, bad reality television, reading, and spending time with her family.

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