



Village of Mount Prospect Press Release

Village of Mount Prospect Names Kylie Cerk as Director of Marketing and Public Relations

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The Village of Mount Prospect has appointed Kylie Cerk as the Village's Director of Marketing and Public Relations. In this role, some of Cerk's main focuses will be working with the Village Leadership Team to promote services, event marketing and coordination, engaging with residents, businesses, and the media, and spreading the word about how Mount Prospect is a fantastic place to live, work, and start a business.

"I am equally excited and honored to be joining the team at the Village of Mount Prospect," said Cerk. "I'm looking forward to getting to know the community and am thrilled to have the opportunity to share its stories in new and creative ways."

For several years, improving communications has been a high priority for the Village of Mount Prospect. In the 2022-2023 Strategic Plan, creating a proactive communications strategy and expanding staff were identified as top priority actions for the near future.

The Director of Marketing and Public Relations is a new position in the Village Manager's Office and serves as a member of the Village's Leadership Team. Cerk began her employment at the Village on December 14.

Cerk comes to the Village of Mount Prospect from the Village of Northbrook and has held communications roles at the Villages of Deerfield, Gurnee, and Villa Park. She has more than seven years of municipal government communications experience with specialties in writing, branding, content creation, social media, graphic design, and crisis communications. Cerk graduated from Northern Illinois University in 2016 with a degree in English and Journalism.

"We had several highly qualified candidates go through the recruitment process, but Kylie demonstrated an exceptional base of creativity and experience in marketing and promotion in local government. Her talents will allow us to make meaningful progress in our community communications goals," said Village Manager Mike Cassady.

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