KATIE KELLEY

digital marketing consultant & photographer

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katiekelleyphotos.com/portfolio

@katiekelleyphotos

Profile

A curious & adventurous marketing professional with an unwaivering commitment to efficiency & quality work in fast-paced, unpredictable environments.

Education

MASTER OF ARTS IN COMMUNICATION
Concentration in New Media Marketing
Southern New Hampshire University, Manchester, NH
February 2018 | GPA 4.0

BACHELOR OF ARTS IN COMMUNICATION
University of Massachusetts, Amherst, MA
May 2017 | GPA 3.7

Experience

DIGITAL MARKETING CONSULTANT
Freelance | July 2020 - Present
•Meet with business owners to understand their brand & overall image to create a cohesive & effective digital marketing plan
•Create, curate, research & plan social media posts using the brand's voice and brand aesthetic
•Style, photograph & edit content for social media distribution
•Keep up with current digital marketing news to remain educated and at the forefront of all social media & email marketing trends

SOCIAL MEDIA CONSULTANT
Coastal Enterprises, Inc. | July 2020 - Present
•Host webinars for small business owners explaining in depth how to best leverage social media platforms for their businesses
•Advise clients 1:1 for social media best practices as it pertains to their brand, product or service
•Create step-by-step written guides to small business social media including Facebook, Instagram, Pinterest from the very basics to advanced marketing strategies

MARKETING & CATERING MANAGER
Sisters Gourmet Deli | March 2018 - Present
•Manage all social media and review platforms for all locations
•Content creation & content curation for daily social media posts in an effective engagement strategy
•Respond to 5+ catering inquiries per day in a timely manner and coordinate deliveries, payment & orders
•Communicate directly with owning partners to ensure goals are met & customers are satisfied daily

DIGITAL MANAGER
O'Connor Auto Park| May 2018 - April 2020
•Maintain an active social media presence to nearly 3,000 engaged customers & followers
•Create content for multiple websites including brand specific graphics and proper SEO content to organically improve site rankings
•Create market-specific email campaigns to be sent to 25,000+ previous customers
•Immediately respond to customer inquiries and reviews regarding sales and service experiences
•Manage, activate & train salespeople on customer relation management software

Skills

- •Adaptability
- •Organization
- •Attentiveness
- •Creativity
- •Critical Thinking
- •Problem Solving
- •Inclusiveness
- •Communication
- •Photoshop
- •Lightroom
- •Microsoft Office Suite
- •Google Analytics
- •Photography
- •Web Design
- •Social Media
- •Copy Writing
- •Motivating
- •Self-Confident