Katelyn Keller

Joshua Tree, CA 92252 | 323-500-3084
katelynakeller@gmail.com | www.katelynakeller.com | LinkedIn /katiekeller511

WORK EXPERIENCE

Senior Digital Marketing Specialist
RealManage, LLC
April 2022 - Current
Implemented cross-channel marketing and advertising campaigns on all major platforms. Specialized in strategy and project management, overseeing all digital verticles for campaign implementation.

Marketing Manager
The Groundlings School and Theatre
May 2019 to September 2021
Increased social impressions by 155%, social followers 29%, and reach by 169% in the first eight months of running social media channels. Reported to, and handled requests from 27 artistic directors and eight executive board members daily.

Digital Manager
Hilton
February 2019 to September 2019
Supported delivering a tailored annual marketing plan, including offline and digital destination-specific campaigns throughout the year, leveraging national campaigns wherever possible and adapting to business needs as they arise.

EDUCATIONAL BACKGROUND

Aurora University
Aurora, IL
Bachelor's Degree in Marketing
2005-2009

PROFESSIONAL SUMMARY

Katelyn stays up-to-date with ever changing digital marketing trends to establish strong internet presence, utilize content/SEO/ad serving to increase traffic and drive strong leads for sales conversion. Her expertise has resulted in growth as much as 851% in web traffic in just 90 days for clients. She creates thoughtful and effective content and copy, and is certified in Google Analytics to effectively track and adjust marketing strategy to ensure maximum reach and impact on all campaigns. Katelyn is looking forward to bringing these skills and her tireless work ethic to a company that values passion, creativity, and dedication.

SKILLS & PROFICIENCIES

- Marketing Strategy
- Social Media Marketing
- Google Analytics
- SEO
- Customer Service
- MS Office
- CRM Platforms
- Event Planning
- WordPress, Square Space, Wix
- Copywriting
- B2BSales
- Marketing Automation
- Branding
- Public Relations
- Photo manipulation software and design