

KELLY SHELDON

digital marketing specialist

PROFESSIONAL SKILLS

SEO and Google Analytics
Social media strategy
Marketing strategy
Branding
Web content development
Copywriting
Corporate blogging
Project management
Data Analysis/Reporting
Photography

TECHNICAL SKILLS

Adobe Creative Cloud
Wordpress
Drupal
Working CSS
Facebook, Twitter, Instagram,
LinkedIn
Hootsuite/Sprout Social

CONTACT

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EDUCATION

Rollins College '13
B.A. Sociology
Minor: English Literature
Summa Cum Laude

ABOUT

I like to write, I love to edit, and I need to notice the details. I am looking to use my project management skills and my experience in digital marketing to *turn businesses into brands* with one cohesive voice, message, and purpose.

WORK EXPERIENCE

SENIOR MARKETING MANAGER

Bonnier Corp., Scuba Diving + Sport Diver Magazines | Apr. '17 - Present

- Manage Digital Marketing Coordinator and content team to ensure client programs are completed successfully and on time
- Oversee and lead 20+ annual digital projects from pre-sale to execution
- Coordinate comprehensive digital programs (including social, email, custom content, video/photo shoots, display and print advertising) for clients based on goals, desires, and industry best practices
- Develop budgets and timelines for client and internal marketing initiatives
- Analyze metrics using Adobe Analytics, DFP, Facebook, Twitter, Instagram and Silverpop to identify efficiencies and methods to increase clients' ROI
- Work closely with Editorial team to develop content programs that align with magazine strategy, trends, and reader interests

MARKETING MANAGER

Findsome & Winmore: Digital Marketing Agency | Nov. '14 - Apr. '17

- Managed strategy, content calendars, and engagement for all social media pages for 11 clients locally and nationally, including Artegon Marketplace, Old Town Kissimmee, and MVP Sports Clubs
- Created strategy/voice and implemented social media campaigns for Artegon Marketplace, resulting in over 17k Facebook, 3.1k Twitter, and 12.1k Instagram followers, increased foot traffic to events, and heightened brand affinity for tourism and local markets
- Analyzed metrics and data for social media, e-mail marketing, and paid search/SEO initiatives to inform future marketing campaigns
- Oversaw strategy, calendar, writing and editing of all copy for Agency blog content and 3 client blogs
- Managed timelines and budgets for various marketing initiatives (from brand identity/logo design to print collateral design and coordination) for 11+ clients
- Managed timelines, budgets, and progress of 4 website design and development projects consisting of up to 300 pages and custom functionality requirements
- Developed comprehensive budgets and proposals for potential new business initiatives
- Captured compelling digital photography for clients in the entertainment and retail industries

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PERSONAL SKILLS

Attention to detail
Organizational skills
Managing expectations
Time/priority management
Leadership
Adaptability
Creativity

HOBBIES

Orlando!
Singing
Photography
Theme Parks
New Local Eats
Reading
F. Scott Fitzgerald
Cats
History/Museums
Indie Music & Concerts

WORK EXPERIENCE, CONT.

CONTENT STRATEGIST

Designzillas: Marketing Agency | Apr. '13 - Nov. '14

- Oversaw the writing and editing of all copy, including blog, social, e-mail, e-book, PR-related, and web content
- Researched clients' target audiences in order to create informed strategies and content
- Managed, created content for, analyzed metrics and scheduled social media posts for 5 clients
- Managed, curated, created, and scheduled content for 5 blogs
- Oversaw 6+ campaigns for national brand, E-Z Rent-A-Car, resulting in nearly 20k Facebook followers over a period of 6 months

EDITORIAL INTERN

Bonnier Corp., Babytalk Magazine | Jan. '13 - May '13

- Researched recent data and information to present to editorial board for in-print features
- Assisted with "Best in Play Awards" by corresponding with over 250 companies throughout the submission process

JOURNALISM INTERN

Orlando Business Journal | Aug. '12 - Dec. '12

- Interviewed sources to write articles for print publication in real estate, law and banking industries

EDITORIAL INTERN

Where Orlando Magazine | Jun. '12 - Aug. '12

- Researched events to include in print publication
- Aided in creation of monthly newsletter by writing content for local venues and events
- Managed and monitored company Facebook & Twitter channels

ONE LAST THING...

I would love the chance to chat with you about how we may work together. Please feel free to call or e-mail me to set up a meeting or gather a list of references.