



PROFILE

I strive to provide valuable service and create collaborative relationships with my clients and colleagues. I am looking for opportunities that align with my creative, organizational, project management and marketing skills. My next ideal role will allow me to work closely with others to implement head-turning, holistic marketing strategies that turn businesses into brands.

KELLY SHELDON

MARKETING PROFESSIONAL

CONTACT

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TECHNICAL SKILLS

- Adobe Photoshop, Illustrator ●●●
- Canva ●●●
- Google Workspace ●●●
- Microsoft 365 ●●●
- Copywriting and editing ●●●
- Project Management ●●●
- Account Management ●●●
- Airtable ●●●
- Jira ●●●
- Google Analytics ●●●
- Adobe Workfront ●●●
- Meta Ads Manager ●●●

WORDS THAT DESCRIBE ME

- Collaborative.
- Proactive.
- Storyteller.
- Brand loyal.
- Inquisitive.
- Eager.
- Cat enthusiast.

EDUCATION

Rollins College
Bachelor of Arts, Sociology
2009 - 2013

EXPERIENCE

MANAGER, BRAND MARKETING

Princess Cruises
December 2022 - present

- Collaborates with channel teams to create comprehensive brand-wide comms plans
- Manages relationships & project timelines/approvals with agency partners
- Ensures marketing materials and partnerships follow brand voice and guidelines
- Assists with coordination of on-site experiential activations, events, and brand partnerships
- Authors detailed creative briefs to initiate brand design & marketing projects with partner agencies and internal creative services team

MARKETING DIRECTOR

Bonnier Corporation, *Yachting, Cruising World, Sailing World, Islands Magazines*
April 2017 - December 2022

- Oversaw strategy for travel and adventure brands spanning social media, web, email, video, event, print and traditional media marketing
- Managed team of marketing managers, providing day-to-day support and guidance
- Worked closely with sales & events teams to build and present integrated marketing proposals based on client goals and needs
- Managed project budgets and timelines, communicating progress with key stakeholders throughout duration of campaign
- Collaborated with cross-functional channel teams (including email, social media, web, print, video, creative and editorial teams) to ensure successful execution of multiple client projects
- Managed relationships with high yielding client accounts, keeping a regular cadence of communication to report campaign progress and new opportunities
- Designed marketing materials and wrote copy for print ads, social media posts, emails and other pieces of marketing collateral on behalf of clients
- Served as project manager and producer for on-location video shoots
- Analyzed campaign performance based on KPIs, reporting results and recommendations to clients and stakeholders

DIGITAL MARKETING MANAGER

Findsome & Winmore Digital Marketing Agency
November 2014 - April 2017

- Maintained client relationships to ensure success of all marketing projects and identify opportunities for growth
- Managed brand strategy, content calendars, and social media accounts for clients spanning multiple industries including travel & entertainment, health & wellness, retail and more
- Analyzed metrics and data for social media, e-mail marketing, and paid search/SEO initiatives and provided detailed reports and recommendations to clients
- Oversaw calendar, writing and editing of all copy for agency & client blog content
- Managed timelines and budgets for various marketing initiatives including brand identity/logo design, web design/development, print collateral design and more
- Developed comprehensive budgets and proposals for new business initiatives

CONTENT STRATEGIST

Designzillas Digital Marketing Agency
April 2013 - November 2014

- Oversaw all copyediting and writing for agency and clients in the transportation, home improvement and finance industries
- Managed social media strategy and creation of customer profiles for agency and clients
- Managed content calendars and social media accounts for agency and all clients