

Kelley N. Reed

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Passionate, results-driven and focused marketer with more than 15 years of experience developing and executing concise and comprehensive marketing strategies and initiatives that position organizations towards optimal growth.

CAREER EXPERIENCE

Marketing Strategist

Rivers Agile – Pittsburgh, PA | February 2018 to Present

MARKETING AND COMMUNICATIONS

- Create and manage campaign calendars and deliverables; execute strategic tactical marketing plans that attract business owners, entrepreneurs and venture capitalists, spur engagement, and support revenue and business goals.
- Research and develop educational materials including print, e-mail, direct mail, social media, blog articles, press kits, and digital/electronic messaging for custom software development and quality assurance consulting services
- Planning, direction and implementation of strategic business-to-business engagement and marketing campaigns through multiple communication channels and vehicles
- Develop and deliver effective communication in regards to software engineering, specifically within healthcare, energy/oil and gas, legal, predictive analytics, and education verticals.
- Ensure integrity of organizational brand standards and editorial content adhering to vision, mission and strategic goals

PLANNING AND MANAGEMENT

- Manage of website applications and content, business development proposals, creation of calendars, strategy documents, and organizational resources including lead management and human resources platforms.
- Manage development of client/vendor marketing initiative including coordination of strategies, communications, and assets.
- Maintain analytics on all web presences including internal website (Google Analytics), e-mail/CRM and social media KPIs; direct analysis of insights and learnings to establish best practices for the organization.
- Maintain and build media and press relationships including public relations, earned media, social media and awards and nominations.

PROCESS AND ADMINISTRATIVE

- Present and demonstrate professional marketing and communication tactics, techniques and best practices to both direct staff and outside entities and affiliates
- Provide consultative assistance to enhance client relations and customer service through white papers, case studies and service testimonials

- Analyze and assess marketing and communications process and systems integration to improve operational efficiency, while reducing expense.

Marketing Planning Manager, Vitamins and Wellness Division

General Nutrition Corporation (GNC) - Pittsburgh, PA | October 2016 to February 2018

MARKETING AND COMMUNICATIONS

- Partner with Science, Product Development and Merchandising to develop business briefs for all campaigns, including proprietary GNC product and third-party vendor launches.
- Manage coordination of information, prioritization and detailed messaging in partnership with Merchandising, Science and Legal teams.
- Work with Marketing Channel Partners on promotions, innovations, customer loyalty programs, events and digital media and advertising.
- Kick off business briefs with creative teams or agencies; manage campaigns through approval processes from creative conception to execution.

PLANNING AND MANAGEMENT

- Manage creation of calendars, channel overviews, plan documents, organizational tools and weekly meeting agendas.
- Manage development of product vendor marketing plans including coordination of strategies, communication schedules, assets and funding.
- Manage data and KPIs for post-mortem reports; lead collaboration on analysis of insights and learnings and identify best practices for the organization.
- Work with Operations to coordinate sampling programs and store training as well as planning for tests and other field initiatives.

PROCESS AND ADMINISTRATIVE

- Develop timelines in partnership with Marketing Operations; review projects as part of the approval process, ensure creative brief alignment and elevate concerns, as needed.
- Work closely with Marketing Channel Partners to ensure campaign work orders are comprehensive and follow designated strategy and objectives.
- Assist in improving the Marketing Planning process by identifying opportunities for cost-savings and efficiency.

Campaign Marketing Manager, Online Tools and Care Optimization

UPMC Health Plan - Pittsburgh, PA | March 2015 to October 2016

MARKETING AND COMMUNICATIONS

- Create and manage campaign calendars and deliverables; execute strategic tactical marketing plans that engage, education and retain members, drive demand, and support revenue and business goals.
- Coordinate campaign deadlines and resource requirements of writing, creative services, and communications governance.
- Ensure proper brand and naming architecture to adhere to brand guidelines - allow for business growth while maintaining compliance standards.

- Unify market strategy recommendations and implementation plans into a cohesive creative brief for internal marketing and/or external creative resources.

MANAGEMENT

- Identify and detail appropriate marketing channels and tactics; ensure all communications are done on time, on budget and build engagement while supporting membership campaigns, individual prospecting, and medical expense ratio (MER) initiatives.
- Collaborate with third-party affiliates on development and delivery of marketing collateral and digital communications; ensure coordination and clear communication among constituents throughout the course of the campaign.
- Manage secure portal development and improvements and oversee digital tactics that increase member engagement levels and traffic through social platforms.

RESEARCH AND ADMINISTRATIVE

- Continually monitor and analyze campaigns through global marketing database and customer relationship management (CRM) system to maximize return on investment.
- Research and develop market share segmentation to allow for more targeted and effective communications; provide feedback and data analytics to support and enhance market strategy and direction.
- Sustain both short-term and long-term profitability through strong financial, operational, and marketplace performance as well as both core business and diversified revenue growth.

Brand & Media Coordinator

Pressley Ridge - Pittsburgh, PA | July 2010 to March 2015

MARKETING AND COMMUNICATIONS

- Development and creation of educational materials including print, direct mail, press kits, digital/electronic messaging for programs and services for disadvantaged and at-risk children and youth
- Planning, direction and implementation of strategic consumer engagement and marketing campaigns through multiple communication channels and vehicles
- Develop and deliver effective communication of social services, mental and physical health, foster care and adoption content for state, regional, national and international audiences
- Ensure integrity of organizational brand standards and message consistency adhering to vision, mission and strategic goals

MANAGEMENT

- Supervise and oversee communication projects and campaigns with direct development staff as well as external vendors focused on the coordination of geographically targeted advertising initiatives and wholesale media buys
- Maintain and build media and press relationships including public relations, earned media, social media, and pro-active/reactive crisis communications management
- Management of website applications and content, customer relationship database and e-commerce systems

- Directs and manages marketing and communications team(s), guidance and development of team members, monitor marketing goals/milestones and objectives through key performance indicators (KPIs)
- Recruit, interview, and evaluate marketing and communications interns and personnel for hiring

RESEARCH AND ADMINISTRATIVE

- Maintain, analyze and communicate statistical client research data through segmentation and profiling, i.e. race, gender, income, age, location and electronic health record (EHR) to C-level executives, regional program directors, and state-based clinical supervisors
- Managed and protected proprietary organizational consumer health record data in compliance with Health Insurance Portability and Accountability Act (HIPAA) policies and regulations
- Present and demonstrate professional marketing and communication tactics, techniques and best practices to both direct staff and outside entities and affiliates
- Provide consultative assistance to enhance client relations and customer service through improved cultivation practices and retention methods
- Analyze and assess marketing and communications process to through quantitative and qualitative methods to maximize efficiency while reducing organizational operating expenses

E-Commerce Coordinator

South Hills Honda - Canonsburg, PA | October 2006 to October 2011

MARKETING AND COMMUNICATIONS

- Development and creation of advertising and promotional material including print and digital/electronic messaging for Honda Corporation products and services, maximizing impact while adhering to prescribed branding standards
- Planning, direction and implementation of multi-channel print and digital campaigns through various internet/media outlets including paid and organic search engine optimization, e-mail marketing and social media engagement campaigns
- Ensure communications projects for nationally-franchised products and services are in adherence with state and federal regulations and guidelines
- Established key performance indicators (KPIs) to ensure successful and timely delivery of product and service content, meeting corporate goals and objectives

MANAGEMENT

- Administration and management of multiple customer relationship management systems, website applications and content, e-commerce system, and workflows
- Effectively balanced workload and deadlines, managed team member scheduling and work plans, problem solved in an evolving and fast-paced environment
- Provide technical guidance and both hardware and software support to internal staff and external affiliates

Senior Graphic Designer & Marketing Coordinator

Higher Images, Inc. - Greentree, PA | May 2006 to July 2010

MARKETING AND COMMUNICATIONS

- Developed high-impact marketing strategies, leverage vision, branding to increase customer engagement while sustaining short-term and long-term campaign focus to meet client goals and objectives
- Managed regional and national marketing projects including website design, e-commerce specialization (including search engine optimization) and written communication for diverse consumer groups in small/mid-level businesses to Fortune 500 corporations
- Coordinate design and production processes for print materials and multimedia design including copywriting, white pages, website, blogs, podcasts, e-mail and audio/visual communications

ADMINISTRATIVE

- Serve as marketing and technical support to a wide range of clientele, provide advice on action plans, deadlines, budgeting and initiatives, prepare project timelines and reports
- Consult with districts managers to develop content and messaging for reporting, presentations and publications to stakeholder and external audiences; provide extensive design guidance and technical support to clientele
- Performed cross-browser usability testing and research to recommend evidence-based solutions and tactics to improve return on investment and engagement
- Supervision of marketing internship personnel; monitoring and organization of project activities and assignments.

EDUCATION

- Executive Master of Business Administration
Quantic School of Business and Technology – Washington, DC | November 2019
- Bachelor of Science in Graphic/Multimedia Design & Marketing
Empire State College – Saratoga Springs, NY | August 2011
- Associate of Specialized Technology in Graphic Design
Pittsburgh Technical College - Oakdale, PA | October 2003

ADDITIONAL SKILLS

- Microsoft Office Suite: Word, Excel, PowerPoint
- Content and Copywriting
- HTML, CSS Programming, Wordpress
- Adobe Creative Suite: Photoshop, Illustrator, InDesign
- Microsoft SharePoint & InfoPath
- Adobe Professional Suite
- CRM Software: Basecamp, Workamajig, At Task/Workfront, Salesforce

MEMBERSHIPS

- Pittsburgh Technical College - Graphic Design Advisory Board Member
- American Communication Association (ACA) – Member
- Internet Marketing Association (IMA) - Member