

EMILY KELLEY

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IN-HOUSE CREATIVE DIRECTOR

With more than 15 years of progressive marketing and design experience, I am a seasoned creative leader, specializing in elevating brands from the inside. I excel at building and developing in-house creative teams to produce exceptional work. By keeping a metrics-driven perspective, I am able to meet brand objectives and keep up with emerging trends.

WORK EXPERIENCE

MERCY HOUSING INC.

Denver, CO | 2014—Present

Director of Creative Services

Responsible for all creative operations for the nation's largest nonprofit affordable housing developer. Manage and mentor the creative team by inspiring positive culture, empowering individuals, and fostering strong relationships. Direct all creative projects, from concept through production.

- Restructured the marketing department into an in-house creative agency that drives strategy and creative execution.
- Lead strategy for integrated campaigns across website, social media, email marketing, blog, and fundraising events, using a metrics-driven perspective to boost philanthropic giving and win multi-million dollar development contracts.
- Implemented a creative project management system, allowing the team to scale deliverables by 400% without increasing headcount.
- Spearheaded the transition to an enterprise-level CRM, allowing for automation of complex digital workflows, improve donor retention, and enhance cross-channel experiences.
- Led implementation of a digital asset management system to further streamline the creative workflow and extend the value of existing assets while maintaining brand integrity.

Digital Marketing Manager

Introduced national digital marketing strategy and supported implementation for regional and local markets.

- Lead the redesign of enterprise level website. Successfully increased web traffic on average 10% annually. Saw an increase of 18% in the last 12 months.
- Established best practices and workflows for all digital projects.
- Used organic and paid channels to drive online traffic, generating an approximately \$1 million increase in three years.
- Created successful email marketing program, more than doubling average open rates, and exceeding industry average in both open rates and click through rates.



LIFEKIND, INC. & ORGANIC MATTRESSES, INC.

Grass Valley, CA | 2007—2014

Creative Lead & Graphic Designer

Oversaw the design, creative direction, and execution of marketing strategy across all customer touch points for two sister companies. Lifekind, Inc. is a direct-to-consumer luxury organic bedding and lifestyle brand. OMI is the manufacturer and B2B wholesale division.

- Launched a new Lifekind direct mail strategy, redesigning the catalog and producing four seasonal catalogs annually, including concept, design, photography and layout.
- Initiated company's first email marketing efforts, increasing annual sales by over \$100,000 in the first year.
- Led company re-branding, from concept to launch, with fully realized brand style guide and national roll-out campaign.
- Developed and created a marketing collateral tool kit for authorized retailers. Kits included customizable ads for a variety of print and digital media, in-store displays, POP, sell sheets, and brochures.
- Ran successful multi-channel online B2C and B2B marketing campaigns.
- Created and managed content for company websites, social media channels, and blogs.

MARYSVILLE APPEAL DEMOCRAT

Marysville, CA | 2007

Graphic Designer I

Design advertising, special sections, graphics, artwork, illustrations, presentations and peripheral material for use in newspaper.

RALEY'S

Sacramento, CA | 2002—2004

Production Traffic Coordinator

Coordinated production traffic for busy in-house advertising agency. Worked on award-winning advertising campaign for *Something Extra* magazine. Coordinate ad proofs and workflow including digital photography. Track competitor ad movement, oversee obtaining product for shoots, prepare and distribute ads to third party affiliates for printing, maintain master electronic file for all major ad campaigns.

PROFICIENCIES

Adobe Creative Suite

Art Direction

Branding

Brand Strategy

Commercial Photography

Content Management Systems (CMS)

Copy writing

Creative Project Management

Customer Relationship Management (CRM)

Digital Asset Management (DAM)

Digital Marketing

Graphic Design

Lead generation

People & Team Management

Search Engine Optimization (SEO)

Social Media Marketing

Video Editing

Web Design & Development

EDUCATION

Bachelor of Arts in Photography & Design, California State University, Sacramento



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