

EMILY KELLEY

emilykelley.com | emily@emilykelley.com | 530.263.0671



STRATEGIC & VISIONARY CREATIVE LEADER

Creative executive with 20+ years leading multi-disciplinary teams across in-house and agency-style environments. Known for translating bold ideas into high-impact campaigns, scaling creative operations, and fostering cultures where curiosity, craft, and collaboration thrive. Experienced across integrated campaigns, digital, video, experiential activations, and brand storytelling that drives measurable results.

PROFESSIONAL EXPERIENCE

Mercy Housing, Inc. – Denver, CO

Director of Creative Services | 2019–Present

- Led transformation of the creative function into a full-service internal agency, increasing output by 400% without adding headcount while supporting \$50M+ in annual fundraising and a \$3.6B development pipeline.
- Directed multi-channel campaigns across digital, print, video, and experiential platforms, including high-profile donor proposals securing \$25M and \$30M transformational gifts.
- Established scalable creative workflows, enterprise design systems, and brand guidelines, improving efficiency by 30% and ensuring consistency across all touchpoints.
- Mentored and coached a multi-disciplinary team of designers, writers, and digital specialists, fostering a culture of curiosity, craft, and collaboration.
- Partnered with cross-functional teams to align creative strategy with organizational priorities, including storytelling for large-scale fundraising and community initiatives

Creative Services Manager | 2016–2019

- Restructured creative function to operate like a high-efficiency in-house agency, increasing deliverables while maintaining quality.
- Scaled email marketing and digital strategy through HubSpot, improving donor segmentation, retention, open rates (+18%), and click-through rates (+6%).
- Developed integrated brand storytelling and campaign frameworks to support multi-region fundraising and marketing initiatives.

Digital Marketing Manager | 2014–2016

- Launched and optimized national digital strategies, increasing engagement across regional markets by 35%.
- Directed website development, digital branding, and project-based campaigns for real estate initiatives contributing to a \$3.6B development pipeline.

Lifekind, Inc. & Organic Mattresses, Inc. – Grass Valley, CA

Creative Lead & Graphic Designer | 2011–2014

- Led integrated B2B and B2C campaigns, driving lead generation, market reach, and revenue growth.
- Rebranded the company, creating a brand style guide and visual identity system, supporting consistent multi-channel marketing.

Marketing Coordinator | 2007–2011

- Developed customizable marketing toolkits for retail partners, reducing advertising spend while increasing product visibility.
- Supported retail expansion and partnership growth through in-store marketing and activation initiatives

SELECTED ACCOMPLISHMENTS

- Instrumental in securing \$25M and \$30M transformational gifts through creative storytelling and strategic campaign design.
- Increased creative project delivery by 400% without expanding headcount.
- Scaled online donation revenue from \$100K to \$443K in five years.
- Improved email engagement metrics: open rates +18%, CTR +6% through advanced segmentation.
- Streamlined creative operations and workflows, reducing production time by 30%.
- Implemented enterprise platforms including HubSpot, Wrike, Canva, and Canto, enabling scalable, cross-channel collaboration.

CORE COMPETENCIES

Multi-Disciplinary Creative Leadership
Integrated Campaign Development (Digital, Social, Video, Experiential)
Brand Storytelling & Messaging Frameworks

Mentorship & Team Development
Creative Operations & Scalable Systems
Cross-Functional Collaboration
Emerging Media & AI-Driven Marketing
Client-Facing Strategy & Presentation

EDUCATION

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



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