

KELSEY DUFFY

DIGITAL MARKETING SPECIALIST

Washington, CT | (239)470-KELS | kelseyduffy1@proton.me

PROFILE SUMMARY

Digital marketing professional with 8 years of experience introducing innovative techniques to strengthen brand loyalty, boost revenue and connect with audiences. Demonstrated skills in project and campaign management to define, & plan the digital vision, strategy, and roll-out process across multiple channels and audiences. Excel at creating dynamic work environments that promote engagement, innovation, and collaboration as core components for achieving and sustaining success.

WORK EXPERIENCE

Freelance Digital Marketing Specialist

Sept, 2021 – Dec, 2022

Kelsey Duffy LLC

- Defined & implemented Inbound Marketing strategies to generate organic traffic and leads for clients.
- Worked with content developers to create highly engaging and insightful copy for blog pages, landing pages, email, social media, and print campaigns.
- Conducted market research and analysis to track the effectiveness of digital initiatives, reporting performance of campaigns against goals (ROI and KPIs).

Digital Consultant, Communications, Policy & Advocacy

Feb, 2020 – July, 2021

The Rockefeller Foundation, New York, NY

Played an instrumental role in updating the branding and marketing capabilities of the Foundation. Efforts included developing content for web and social media, SEO strategy, partner toolkits, and other various initiatives to increase marketing effectiveness and engagement.

- Project managed the creation and ongoing maintenance of the Foundation's new website, coordinating with third-party agencies and internal stakeholders.
- Partnered with senior leaders to revamp the Foundation's brand identity and establish themed templates to unify the overall 'look and feel' for each programmatic area.
- Produced visceral content for targeted marketing campaigns, developing graphics and other digital assets for the website, email, and social media platforms.
- Designed a series of analytics and reporting templates to measure social media reach and impact, which was then used to create an automated Tableau dashboard.

Director of Communications and Digital Engagement

Jan, 2019 – Jan, 2020

Arthur W. Page Society, New York, NY

Brought in short-term to be the driving force behind communications and digital engagement for the premier membership organization for Fortune 500 Chief Communication Officers (CCOs).

- Optimized the performance of interns, consultants, and 3rd party agencies developing marketing materials, earned media strategies, and more.
- Led the development and launch of the 18-month Thought Leadership Report, a key asset to drive awareness of the Society's new digital learning program.

- Streamlined website content development projects/processes to create a much more user-friendly system operating on WordPress.
- Succeeded in improving website and social media engagement to position the Society as the go-to, thought-leadership resource for COOs.

CEO & Creative Director

2014–2018

Versakini, Delray Beach, FL

- Achieved tremendous success as the operational leader of a 10-member team and visionary behind the branding and go-to-market strategies for an exciting new company that evolved from a pitch on Shark Tank.
- Areas of leadership ran the gamut, including operations, business planning, stakeholder operations, marketing campaigns, and creative content production, among others.
- Assumed full ownership of designing/managing content for product design & packaging, eCommerce website, email marketing, social media platforms, public relations (PR), and more.
- Drove product development and quality-controlled product manufacturing through vendors in both the US and Colombia.
- Launched a Grassroots Ambassador program to create a large-scale network of influencers and customer brand champions.

EDUCATION

Psychology & Business Administration

Florida Gulf Coast University, Fort Myers, FL

2006–2009

Business and Psychology Major

Cypress Lake High School

Advanced Placement & Dual Enrollment

2003–2007

TECHNICAL SKILLS

- WordPress
- Shopify
- Jira
- Monday/ Asana
- Salesforce
- Hubspot
- Google Ads
- Google Analytics
- Canva
- Adobe Creative Suite
- Mail Chimp
- Flourish
- Hootsuite
- Netbase
- Social Bakers
- Sprout Social

PROFESSIONAL SKILLS

- Graphic Design
- SEO & Keyword Research
- Project & Campaign Management
- Social Media Marketing
- Competitive Intelligence
- Leadership & Team Building
- Creative Problem Solving
- Data-Driven Reporting & Analytics



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