

Kelsi Lockhart

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Experience

Vogelzang Law/Cancer Wellness Magazine, Chicago, IL *December 2017 – Current*

Director of Business Development & Marketing: Responsible for managing Vogelzang Law's digital properties and developing/implementing a multi-channel marketing strategy with a \$200,000 budget. I manage vendors and a team of copywriters, designers, web developers, and marketers. My focus is on building and maintaining streams of revenue.

Managing Editor: Responsible for overseeing editorial activities and employing marketing strategies

Keyence Corporation of America, Chicago, IL *February 2015 – July 2017*

Technical Marketing Engineer: Responsible for effectively understanding, maintaining, and improving multiple marketing channels. I created and executed all campaign strategies for the Digital Microscope team with a \$500,000 marketing budget, exceeding my lead generation goal of 50 leads per person per month (35+ sales team). Marketing channels included: SEO, PPC, E-marketing (increased conversions through A/B testing), trade shows (17 Winter 2013+ shows), and direct mail.

Vision Live Inc., Chicago, IL *March 2017 – December 2017*

Marketing Director: Responsible for branding, campaign strategizing, content creation, lead generation, client relations, and event planning

Cappex, College Decision Headquarters, Chicago, IL *Summer 2014*

Marketing Intern: Responsible for generating leads, advertising, e-mail marketing, event coordination, blogging, social media, SEO projects, and market research

NJCAA Women's College Basketball Tournament, Illinois Central College

PR Intern: Exceeded sponsorship goals, managed media room, and wrote speeches/media pitches

Ripple Productions (formerly Miles and Miles Events), Peoria, IL *2012*

Hospitality Promotions Intern: Responsible for festival/event management and promotion

Skills

- Strong oral and written communication skills
- Experienced with Marketo, Zoho, Salesforce (other CRM's), Microsoft Office Suite, Adobe Creative Suite, WordPress, SEMRush, MOZ, MailChimp, Google Analytics/AdWords/Tag Manager, GSuite, customer/project management software, OneNote, HTML, GoToWebinar
- Social media marketing specialist (Facebook, Instagram, LinkedIn, Twitter)
- Lead generation, fully integrated marketing campaigns, copywriting, and event planning

Education

DePaul University—Chicago, IL (GPA 3.8) *November 2014*

- Major: PR & Advertising; Minor: Latino Media/Comm.; Other concentration: Marketing

Illinois Central College — East Peoria, IL *December 2012*

- Associate's Degree in Mass Communication (Emphasis on Public Relations)