



# KELSEY KAY LOVE

## CONTACT



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## PORTFOLIO



KELSEYKAYLOVE.COM



TRAVELINFOOLS.COM

## PROFILE

With extensive experience in marketing and brand management, global creative strategy and storytelling, I am seeking employment with clients looking to maximize their impact, efficiency and creative approach across digital and beyond.

## EXPERIENCE

### MARKETING MANAGER | META

JULY 2021 - AUGUST 2023 | LOS ANGELES, CALIFORNIA

- Managing global campaigns, developing content strategy and optimizing creative content for millions of small business advertisers across Facebook, Instagram, WhatsApp and Messenger.

### BRAND MANAGER | SELVAREY RUM

JULY 2019 - JUNE 2021 | LOS ANGELES, CALIFORNIA

- Creating, planning and managing global marketing content and strategy—including web, social, eCommerce, email, media & partnerships—across the U.S., Japan and Greater China markets.

### SENIOR COPYWRITER | HAWAII WEB GROUP

OCTOBER 2013 - JULY 2019 | MAUI, HAWAII (REMOTE)

- Creating and promoting dynamic web, blog, social and email content for 30+ Maui-based tourism websites and tour providers.

### MARKETING MANAGER & WEB DESIGNER | FREELANCE

MAY 2013 - JULY 2019 | NORTH AMERICA & ASIA PACIFIC

- Building WordPress, Shopify, Squarespace and Wix websites, writing content and managing social campaigns for marketing agencies, small businesses and brands in the U.S., Indonesia and Australia.

### MARKETING MANAGER | MAHIYA AUSTRALIAN FASHION

OCTOBER 2016 - JANUARY 2018 | GOLD COAST, AUSTRALIA

- Managing website SEO, email content, influencer partnerships and social campaigns while growing sales in U.S. and Japanese markets.

### MARKETING DIRECTOR | 5 ELEMENTS ELITE SPA

NOVEMBER 2012 - APRIL 2013 | AUSTIN, TEXAS

- Managing all digital content, PR and marketing campaigns across video, web, social media and event-based channels.

### DIGITAL COPYWRITER | LITTLEFIELD CORPORATION

AUGUST 2011 - OCTOBER 2012 | AUSTIN, TEXAS

- Writing scripts for promotional videos and launching campaigns on social media and radio placements across the southern U.S.

## EDUCATION

### UNIVERSITY OF TEXAS | 2006 - 2009 | AUSTIN, TEXAS

B.S. IN ADVERTISING, BUSINESS FOUNDATIONS

## SKILLS

- Marketing Management
- Brand Management
- Digital Marketing Strategy
- Paid & Organic Social Content
- Copywriting & Storytelling
- Web & SEO Strategy
- Campaign Management
- Tourism Marketing