

# Kelly Dueck, PhD

Experienced Marketing and Research Professional | Copywriting | Branding | Digital Analytics | Product Development

61 Portwood Road  
Winnipeg, MB R3Y 1N2  
(204) 260-6861  
[kellyd@mts.net](mailto:kellyd@mts.net)  
[www.kellydueck.com](http://www.kellydueck.com)

## EXPERIENCE

### Independent Social and Marketing Research Consultant

September 2017 to Present

Applying advanced qualitative research methodologies to understand “how things work” in markets, communities and organizations. Specialties include multimodal discourse analysis, semi-structured interviews, social practice analysis, phenomenographic analysis, online focus groups, and qualitative comparative analysis. I also utilize quantitative techniques such as factor analysis, logistic regression and quantitative text mining.

### Durham University, Durham England — *PhD Student and Market Research Consultant*

September 2018 to October 2022. PhD earned with no corrections.

Researched the digital transformation of marketing practice and marketer behavior using ethnography, multimodal discourse analysis, and content analysis. Also conducted go-to-market research for international corporate partners in aerospace and transportation with Durham University Business School’s office for external engagement. Taught on Digital Marketing (MSc level) and Global Marketing (BSc level) modules both online and in the classroom.

### Glacier Farmmedia, Winnipeg — *Director of Database Marketing and Special Projects Consultant*

August 2010 - August 2022

Introduced up-to-date analytical techniques to audience development and advertiser services. Designed direct marketing and omni-channel marketing programs that built and connected audiences to advertisers, through from research to analysis. Helped launch award-winning agricultural podcast, *Between the Rows*, as technical advisor. Conducted research and analysis to relaunch the Manitoba Co-operator newspaper, one of Canada’s oldest farm papers. Served as privacy officer and developed CASL and PIPEDA policy manuals and team education. Successfully helped to increase federal government funding assistance for agricultural publications in Canada, developing policy proposals and strategy documents.

## SKILLS

Omnichannel  
marketing management  
Market research  
Marketing analysis  
Qualitative research  
Quantitative research  
Ideation  
Writing  
Strategy development  
Supervision  
Teamwork  
Teaching  
Consulting  
Policy analysis

## LANGUAGES

English (Fluent)  
German (Conversant)

## **The Leaf, Winnipeg— *Co-founder***

January 2013 to Present

Co-founded The Leaf, a monthly community newspaper and community economic development project serving the Wolseley and West Broadway neighborhoods in Winnipeg ([www.wolseleyleaf.ca](http://www.wolseleyleaf.ca)). The paper is now in its 10th year and is profitable, providing regular employment to two people and many local freelance journalists.

## **Kel Audio Inc., Winnipeg— *Founder***

October 2004 - December 2015

Successfully launched and built a company designing, manufacturing, and marketing professional recording microphones for studio and home recording. The business expanded to include direct sales to over 10 countries and the establishment of 14 dealers in 4 countries, receiving positive industry reviews. Work Included the development of Asian and Manitoba supply chains from design through distribution.

(See examples at <http://recordinghacks.com/microphones/Kel-Audio> and <http://recordinghacks.com/microphones/Vertical> Representative review: <https://youtu.be/GLsa5Y10dEE> )

## **Farm Business Communications, Winnipeg— *Circulation Director***

October 2004 to July 2006

Managed the circulation department and audience development functions, responsible for a \$2-million budget, supervised six staff and developed all direct marketing programs for audience acquisition and renewal, including development of direct mail and telemarketing programs, subscription-related trade show marketing, etc. Ensured programs and processes met BPA audit requirements. Grew Country Guide paid circulation during a period when all other print competitors in Canada saw significant declines. Designed a database marketing system which incorporated RFM scoring and predictive modeling algorithms for likely churn and farm operator characteristics. Left to work in Kel Audio full-time.

## **SEED Winnipeg, Winnipeg— *Business Counsellor***

Summer 2001 to Fall 2004

Provided classroom instruction and 1-to-1 consulting to Build-a-Business program participants. Collaborated in program development as well as the development of in-house communications materials

## **ADDITIONAL PROJECTS**

### **Canadian Mennonite University, Winnipeg — *Sessional Lecturer***

Taught BUSI-3400: Entrepreneurship and Small Business Management Winter 2023 Term

## EDUCATION

**Durham University**, Durham, England — *PhD (Marketing)*

Passed with no corrections

**University of Essex**, Colchester, England — *MBA*

Graduated with distinction

**University of Saskatchewan**, Saskatoon, Saskatchewan — *BSc*

## ADDITIONAL TRAINING

**Erasmus University** — *Certificate in Qualitative Comparative Analysis*

Spring 2023

**Duke University Continuing Studies** — *Certificate in Online Learning*

Summer 2020