



KELLI BELL

MARKETING COMMUNICATIONS NINJA

www.kelli-bell.com

CONTACT

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 www.kelli-bell.com

PROFILE

Acts with intention, integrity and imagination | Determined to stay on course - but has mastered the art of getting to the point | Knows when to hold'em, when to fold'em and when it's time for a martini and a new adventure

STRENGTHS

Two and one-half decades of Marketing Communications swagger.

Content creator, branding queen, event boss, webinar warrior, social marketing, PR and advertising champ

TECHNOLOGY

Salesforce, Pardot, HubSpot, Showpad, Sprout Social, Hootsuite, Constant Contact, Adobe Creative Suite - Photoshop, Illustrator, InDesign, InCopy, Acrobat, Asana, Monday, Microsoft Teams, Zoom, SharePoint, Slack, Cvent, GoTo Webinar, On24, GoDaddy, Wix

EDUCATION

Point Park University

Journalism/Communications BA

The Art Institute

Creative Arts and Graphic Design

Pragmatic Marketing Institute

Marketing Certification

EXPERIENCE

CONFLUENCE | 2016 - PRESENT

Head of Global Events

Marketing campaigns, event strategy, budget, communications, promotion and management, content creation, social marketing, digital advertising, acquisition communications, marketing integration and rebranding

BRAYMAN | 2014 - 2016

Director of Marketing Communications

Corporate marketing and communications for Brayman and 10 sister companies, including marketing plans and budgets, corporate identity and branding, content creation, websites, public relations and media, internal programs and communications

ASCENT DATA | 2012 - 2014

Marketing Communications Manager

Brand development and corporate standards, marketing budget and plan, content creation, graphic design, campaigns, CMS and website, SEO and analytics, public relations, radio and digital advertising, event strategy, community outreach, public relations and speaking opportunities

