**Kelly D. Lussan**

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**EXPERIENCE**

**Creative Circle** Contract, Remote.

***Lead Paid Media Specialist*** September 2020 – November 2020

* Conduct technical search engine optimization audit to provide recommendations and specifications for convertible landing pages and forms prior to launch.
* Leveraging a $60K budget across paid Facebook, Google Display and YouTube campaigns.
* Define target audience and motivators to test and build upon.
* Leading strategy, budgeting, audience build, placement, bi-weekly reporting, and optimization.
* Analyzing data to provide recommendations and implementation of tactics to maximize this client's ad budget

**The Aspen Agency, Inc.** Aspen, CO

***Digital Marketing Specialist*** July 2019 – April 2020

*Vertices: Real Estate, Vacation Rental and Property Management*

* Create, manage and maintain company websites: Aspen Luxury Vacation Rentals, PMI, The
* Aspen Agency & iGoGalapagos.com
* Identify and create marketing and advertising opportunities, construct paid ad campaigns and optimized content for the website, email, PR, blog & social media.
* Define and attain key performance indicators (KPIs). Discover insights that will guide strategic decisions and uncover optimization opportunities using advanced analytics techniques.
* Examine, interpret and report results of analytical initiatives to stakeholders in leadership, engineering, sales, marketing and product teams.
* Relationship building, identify marketing opportunities and negotiated partnerships with well-researched vendors to outsource tasks as needed.
* Continued Search Engine Optimization of the website(s), Tech-SEO audits, staying ahead of algorithm changes, competition monitoring and any changes resulting from analysis.
* Increased email open rate by 9%, reduced bounce rates by >70%, drove top social media posts to an average of >36k+ views,
* Reduced ad-spend by 25%. Reduced 3rd party vendor management fees by $1500/month.
* Claimed first-page SERP rankings across branded and unbranded keywords, also earning top “vacation rentals” search rankings on Twitter in <6 months.

**RB Insurance Group** Carbondale, CO

***Digital Marketing Specialist*** July 2018 – June 2019

*RB Insurance Group National Medicare FMO.*

*Vertices: Agent recruitment/services/education/licensing/training, Medicare Advantage marketing/sales, Non-Profit Dual-Eligible sales*

* Crafted all marketing functions (including brand management, product launches, advertising and marketing.
* Became a licensed insurance agent to be qualified to present material effectively.
* Monitor and report analytics, define KPI's and develop actionable insights using advanced analytical concepts and statistical techniques increasing user acquisition by 35% and reducing bounce rate by 74% in first 30 days.
* Designed agent education and recruitment webinars for weekly series lasting 7 months until Open-Enrollment when attention is focused on Medicare sales.
* Ongoing integrated content marketing syndication strategy for events, webinars, podcast or webcasts for SEO, paid and social media and viral video campaigns.
* Pursued unorthodox marketing avenues through libraries, senior living facilities, and community centers to reach Dual-Eligible target demographic of people aged 65+ Medicare & Medicaid qualified.

**Pennock Floral, Design Master Color Tool** Boulder, CO

***Internet Marketing Manager*** November 2014 – March 2017

*Wholesale Floral Supply, DIY & Craft*

* Create and implement digital marketing strategies maximize marketing & creative opportunities across a variety of channels in real-time by analyzing campaign analytics collected from search engine marketing, social media platforms, advertising and paid media campaigns.
* Manage Amazon e-commerce efforts, B2B relationships and coordinating trade show details, blogger showcases for industry related events.
* Taught yearly seminar to ~150 florists on the basics of SEO and local marketing. Planned, marketed and ran an event at a trade show in Anaheim on allowing mostly in-person floral industry.
* On-site & Off Site SEO, Video creation, keyword discovery, performance analysis, content optimization, link-building, Google analytics, Google Search Console, competition analysis & monitoring and local search marketing

**KDL Marketing Services** Remote

***Digital Marketing Consultant*** June 2011 – July 2018

*KDL Marketing Services is a self-owned marketing consulting firm.*

* Performed contract marketing services, focused on SEO and social media, for 50 companies in diverse industries, ranging in scale from startups to mid-sized companies.
* Ownership of PPC & Paid Social campaigns
* Educated clients on how to share content, manage marketing and on-line activities to better compete in an increasingly digital landscape.
* Consult and contribute to content for the website, email, PR, blog & social media.
* Identify competition and consult on advertising opportunities, define and attain key performance indicators (KPIs).
* Continually work on the Search Engine Optimization of the website(s).

**Crazy Good Marketing** Remote

***Project Manager, SEO & Social*** May 2013 – June 2016

*Crazy Good Marketing is a full-service digital marketing agency.*

* Manage team across digital marketing functions to deliver SEO, SEM/PPC and Social Media projects are under budget and projected to be completed within specified time frame.
* Maintained SEO workbooks for every marketing campaign, tracking relevant site trackers, demographics, and keyword rankings.
* Managed digital strategy for 10 major Colorado counties to create a larger partnership, "The Colorado Economic Development Council".

**Jet Luxury Resorts (Jetlux, Inc.)** Remote

***Interactive / Integrated Marketing Manager*** August 2008 – September 2012

*Jetlux is a hotel and resort network.*

* Create and manage campaigns in order to drive traffic, increase brand awareness and drive sales.
* O.T.A. marketing and optimization for find-ability/search-ability to maintain rate parity with consistent & actionable content for integrated campaign strategy.
* Developed and fostered relationships with affiliate and partner websites to identify prospective marketing avenues and to monitor initiatives.
* C0-director & creator for JLR’s Viral Marketing campaigns "Are you Ready to Jet" featured in the Wall Street Journal article "Three Best Ways to Make a Viral Video" (<https://on.wsj.com/2F5IMtt>) & played on TBS Network "World's Funniest Commercials"

**Tri-Worth Solutions** Denver, CO

***Marketing Coordinator & Executive Recruiter*** December 2007 – September 2008

*Tri-Worth Solutions is a national executive retained search firm.*

* Sourced and tracked candidates for top positions at startup and Fortune-500 companies, such as Microsoft
* Identified differences between search algorithm and company preferences for hiring best candidates
* Revived marketing department, earning company recognition as one of Denver’s Best Places to Work

**EDUCATION**

**University of Colorado Boulder**, Leeds School of BusinessBoulder, CO

M.S. in Business Analytics (*some coursework completed*)

*Relevant coursework*: Advanced Statistics, Market Research, Business Law

**University of Colorado Boulder** Boulder, CO

B.A. in Sociology (*cum laude*), B.S. in Business, A.A. in Economics

**SKILLS & INTERESTS**

Proficient in a variety of software platforms, applications & typical programs used by a creative department or agency for SEO, PPC, CRM, analytics, graphic design, market research, integrated marketing solutions, project management & automation.

**Technical:** CRMs, CMSs, social media tools, social media management tools, social posting tools, analytics tools, (certified in Google Analytics), SEO tools, keyword tools, email marketing tools, content marketing tools, graphic design tools, consumer feedback and reputation management tools, video creation, syndication and optimization

**Interests:** Hiking, skiing, ski-racing, golf, swimming, being outdoors, personal-growth and wellness.