

**KELLY D.
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**DIGITAL
MARKETING**



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KELLYLUSSAN

To Whom It May Concern:

My name is Kelly Lussan. I am a Colorado native, living in downtown Carbondale. I would appreciate the opportunity to submit my resume, for your review, as I am actively seeking new opportunities in the digital marketing space.

As a strategist I execute digital marketing campaigns from ideation through execution. I utilize integrated marketing technology stacks and assemble the most effective technologies to achieve the goals of both B2B & B2C businesses. It is my responsibility to outrank competition, increase brand awareness and bring quality traffic to website(s) to gain customer insight, increase leads and drive sales.

I specialize in the implementation of integrated digital marketing strategies, optimization of websites, email and social media campaigns, including technical SEO audits and development of both natural and paid search engine optimization. I've meticulously crafted strategies for success in digital campaigns by creating performance oriented, holistic & scalable marketing strategies. I define objectives, analyze various markets and place marketing campaigns to garner the highest amount of trackable actions for the budget and goals. I design, maintain and supply content as well as monitor/analyze KPI metrics.

As an experienced, empathetic and service-oriented marketing specialist, I have led high-growth, innovative and profitable campaigns for an array of industries and businesses ranging from start-ups to mid-sized and provided services to an extensive portfolio of clients. My experience includes positions that have demanded high levels of excellence. I will continue to require the same standards of excellence of myself and bring my personal & professional ethics into every position I hold. I would like to discuss my previous experience and future goals in greater detail with you. During an impending interview I will be prepared answer any additional questions that you may have. Thank you for your time, I am looking forward to hearing from you.

Best Regards,

Kelly Lussan
Digital Marketing
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