

KELLY LUSSAN

CARBONDALE, COLORADO

KELLY.LUSSAN@GMAIL.COM

(970) 274-9603



PROFILE

Colorado Native, living in the Roaring Fork Valley. As a strategist I execute digital marketing campaigns from ideation through execution. I outrank competition, increase brand awareness and bring quality traffic to your website(s) to gain customer insight, increase leads and drive sales. I've meticulously crafted formulas for success in digital campaigns by creating performance oriented, holistic & scalable marketing strategies for an array of industries and companies for 13+ years.

WORK EXPERIENCE

LEAD PAID MEDIA SPECIALIST
September 2020 – November 2020

CREATIVE CIRCLE
Contract, Temporary, Remote

Technical search engine optimization audit with recommendations, site-wide, 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.

DIGITAL MARKETING SPECIALIST

THE ASPEN AGENCY, INC – Aspen, CO Real Estate, Vacation Rentals, Property Management
Full-Time, Remote

July 2019 – May 2020

Create, manage and maintain company websites: Aspen Luxury Vacation Rentals, PMI, The Aspen Agency & iGoGalapagos

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, technology, 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), Technical-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 ~36k+ views, reduced ad-spend by 25%. Claimed first-page SERP rankings across branded and unbranded keywords, also earning top "vacation rentals" search rankings on Twitter in <6 months.

DIGITAL MARKETING SPECIALIST

RB INSURANCE GROUP – Carbondale, CO
National Medicare FMO
Full-time, In-house

July 2018 – June 2019

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.

INTERNET MARKETING MANAGER

DESIGN MASTER COLORTOOL – Boulder, CO
Floral, DIY & Craft Industry

November 2014 – March 2017

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, local search marketing

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SOFTWARE

Proficient in a variety of softwares, 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.



KDLMARKETINGSERVICES



@KDLMARKETING



/in/ KellyLussan

DIGITAL MARKETING CONSULTANT

KDL DIGITAL MARKETING

June 2011 – July 2018

Self-owned marketing consulting

Performed contract marketing services, focused on SEO and social media, for 50 companies in firm. diverse industries, ranging in scale from startups to mid-sized companies.

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 advise on advertising opportunities, define and attain key performance indicators (KPIs).

Continually work on the Search Engine Optimization of the website(s).

PROJECT MANAGER SEO & SOCIAL MEDIA

CRAZY GOOD MARKETING Full-Service Marketing Agency Contract, Remote

May 2013 – July 2016

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".

INTERACTIVE MARKETING MANAGER August

JETLUX INC – Denver, CO Hotel & Resort

2008 – September 2012

Network 2010-13 Remote

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.

Co-director & creator for JLR's Viral Marketing campaigns "Are you Ready to Jet" Viral Campaign - is featured in the Wall Street Journal article "Three Best Ways to Make a Viral Video" (<https://on.wsj.com/2F5IMtt>). and TBS Network "World's Funniest Commercials"

SKILLS

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

EDUCATION

University of Colorado - Boulder, Colorado

August 2003 - December 2007 Bachelor's - Sociology,

Graduated with Honors A.A. Economics

University of Colorado Boulder - LEEDS School of Business

August 2003 - December 2007

Bachelor's - Business

M.S. in Business Analytics (some coursework completed) Fall 2017 Relevant coursework:

Advanced Statistics, Market Research, Business Law