

Kelli L. Jones

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Highlights

- ❖ Experience with targeted marketing, branding, social media, newsletters, brochure design, websites, educational webinar programs, video editing, database administration, training/sales tool development.
- ❖ B2B and B2C marketing professional
- ❖ Impressive array of marketing software expertise
- ❖ Volunteer and team captain for March of Dimes

Experience

PART TIME MARKETER, October 2011 – Present
Owner/Marketing Consultant

STRATEGY DEVELOPMENT, April 2010 – September 2011
Marketing Manager

- Rebuilt website from ground up incorporating compelling messaging and cross selling
- Increased database growth organically through website and customer events
- Created highly tailored landing pages to help track response rates for marketing campaigns
- Built brand recognition by designing a consistent look and feel across all customer touch points including a new family of brochures
- Increased sales team effectiveness through efficient customization/administration of salesforce.com
- Garnered monthly (virtual) customer face time by establishing monthly educational webinar series
- Consistent visibility through creation of a monthly newsletter providing industry information and upcoming events
- Viral marketing growth with increased presence on LinkedIn and the addition of Facebook and Twitter
- Maintained fresh content on web and social media
- Designed and implemented targeted email marketing using salesforce.com and iContact
- Streamlined workshop enrollment process through development of multi-step electronic workflow process
- Created visually pleasing PowerPoint presentations
- Increased mindshare in the industry through frequent press releases
- Tended to miscellaneous administrative tasks such as management of web domains, events and databases

OBJECTIF LUNE, September 2001 – January 2009
US Channel Marketing Manager

- Grew company's bottom line utilizing strategic and tactical marketing techniques
- Developed and implemented channel marketing strategies resulting in increased mindshare and sales
- Developed key relationships built on trust, delivering promises and personality parlaying into business
- Authoritative project manager on all significant marketing plans, often requiring cross departmental support, maximizing resources to ensure complete and timely realization
- Database marketing strategist utilizing CRM, enabling targeted communications
- Developed variety of sales tools (print, animated and web based) to communicate complicated topics
- Spearheaded development and implementation of comprehensive online reseller resource portal
- Developed training materials and content to help turn "box sellers" into consultative, solution providers
- Responsible for writing and implementing monthly educational reseller newsletter and webinar series
- Managed and mentored two employees, capitalizing on individual skills and capabilities
- Supervised tradeshow ensuring proper exposure to ultimately increase sales

IKON OFFICE SOLUTIONS, December 1998 – September 2001

SolutionCenter Senior National Research Analyst, January 2000 – September 2001

- Championed information transfer process in knowledge management center as a pre-sales resource
- Assisted in the creation and maintenance of databases enabling efficient retrieval of information
- Researched and responded to requests for proposals, increasing IKON's close ratio
- Conducted high-level, primary and secondary research for use in executive presentations and RFP's

Human Resources Generalist, December 1998 – January 2000

Software

Self taught expert in Adobe's Photoshop, Illustrator, Captivate, Professional and InDesign; Microsoft Office Suite; Microsoft CRM; salesforce.com; HTML; SwishMax, Roxio Creator Pro; PlanetPress Suite; PrintShop Mail; DirectSmile's Creator Pro

Education

Keller Graduate School, Masters in Business Administration/Marketing, in progress, 3.5 GPA
Towson University, Bachelor of Science, Business Administration/Marketing, 3.0 GPA