



KELI PERRY

PROFESSIONAL SUMMARY

Dynamic and results-oriented professional with a versatile skill set encompassing content strategy, digital marketing, project management, event planning and marketing operations. Gifted at developing and executing integrated marketing strategies to drive brand growth and enhance operational efficiency.

PROFESSIONAL EXPERIENCE

MCS | Marketing Manager

Lewisville, TX (Remote)

April 2024 - Current

- **Content Creation:** Creating copy for marketing materials including blogs, monthly external emails, monthly internal newsletters, quarterly external newsletters, company website, presentations, collateral, brochures, eBooks and case studies.
- **Creating display and native ads** for different business lines.
- **Trade Show/Event Fulfillment:** Coordinating with key stakeholders to provide events and trade shows with appropriate promotional materials and venue resources.
- **Internal Team Collaboration:** Coordinating with internal departments to improve systems and processes.
- **Content Strategy:** Planning for campaigns and communications using tools like HubSpot, Monday.com, Microsoft Office Suite, Adobe Creative Cloud, Canva and WordPress.

ACDI | Content Strategy Manager | Marketing Operations

Benton, AR

October 2020 - March 2024

- **Project Management:** Managed incoming requests using Wrike and Zoho Projects.
- **Content Creation:** Developed copy for marketing materials, including blogs, emails, newsletters, website content, press releases, social media, presentations, brochures, white papers, and case studies.
- **Social Media Management:** Created copy, graphics, and illustrations; managed content and scheduling for Facebook, Twitter, LinkedIn, and Instagram.
- **Trade Show/Event Fulfillment:** Coordinated promotional materials and resources for events and trade shows.
- **Event Planning and Management:** Planned and executed large community and company events.
- **Collaboration:** Worked with internal teams to enhance processes and with external partners to produce timely marketing content.
- **Website Management:** Managed content audits, updates and general functionality.
- **Digital Asset Management:** Created and managed digital assets for the organization.
- **Team Leadership:** Led a cross-functional team in developing and executing content marketing plans.

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CORE COMPETENCIES

- Marketing Ops & Project Management
- Content Creation & Strategy
- Social Media & Digital Marketing
- Event Planning & Management
- Collaboration & Communication
- Digital Asset & MarTech Management

CORE VALUES

- Integrity
- Compassion
- Authenticity
- Empathy

EDUCATION

- 2015 | B.A. Print Journalism | Arkansas Tech University
- Pursuing M.A. Communications Studies | Arkansas State University

OTHER RELEVANT ROLES

September 2017 - October 2020 | ACDI

- Sales Operations Admin
- Senior Account Manager
- Processing Specialist



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