

KELSEY PRINCE

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PERSONAL ATTRIBUTES

- Outgoing leader with strong interpersonal skills
- Google Analytics and Google Adwords certified
- Organized problem-solver with ability to multitask
- Strong writing, editing and communication skills
- Advanced experience with Facebook, Instagram, Pinterest, YouTube, Google+, LinkedIn and Snapchat
- Experienced with project management programs such as Basecamp and social media programs such as Hootsuite and Sprout Social
- Intermediate experience with Adobe Photoshop, InDesign, photography and videography
- Advanced experience with SEO, SEM and digital ads

PROFESSIONAL HIGHLIGHTS

SENIOR MARKETING MANAGER

January 2017 – Present

Paradise Point Resort & Spa

- Oversee marketing department and develop annual marketing plan in line with annual budget for resort leisure, group, catering, food and beverage, wedding and event markets
- Coordinate and approve campaign development, and manage partners, external vendors, digital and public relations agencies
- Manage marketing budget to ensure effectiveness of campaigns, analyze and report on results, and seek improvement
- Design all resort collateral, including print ads, digital ads, in-room collateral and resort signage
- Nominated for “Integrated Marketing Campaign of the Year” by Two Roads Hospitality

MARKETING MANAGER

September 2015 – December 2016

Paradise Point Resort & Spa

- Designed, developed and distributed email communications, direct mail, additional collateral, advertising, web articles and blogs to promote room nights, events and resort outlets
- Plan and execute strategic, integrated social media campaigns to drive revenue, engagement and visibility
- Directed social media strategy for a summer leisure campaign which saw over \$650k in revenue
- Analyzed and identified target audiences to customize marketing and social media strategy to fit yearly goals
- Nominated for “Marketing Rising Star” by Destination Hotels and Two Roads Hospitality

SOCIAL MEDIA MANAGER

August 2014 – September 2015

A7D Creative Group

- Generated engaging and shareable content for 12 clients in a variety of industries on Facebook, Twitter, Google+, Pinterest, Instagram, LinkedIn and YouTube
- Managed a team of three social media coordinators in creation of all editorial and content calendars, including social media posts, email blasts, web articles and blogs
- Created targeted digital ads and wrote blogs, web articles, press releases and additional content

PROJECT MANAGER

June 2013 – August 2014

Ignite Visibility

- Managed all aspects of client campaigns, from social media and content creation to SEO, SEM and digital strategy
- Managed a team of eight writers to create content for clients in a wide variety of industries
- Wrote social media content, press releases, blogs, guest blogs and web articles for over 15 different companies
- Assisted in directing the digital strategy for a client who saw a 500% increase in website visits in one year

MARKETING + PUBLIC RELATIONS INTERN

January 2013 – May 2013

Hotel del Coronado

- Led the social media strategy for all resort outlets and assisted in managing resort social media accounts
- Edited photos using Adobe Photoshop, maintained proprietary website and assisted with redesign and launch of new website
- Assisted with creative concepts behind photo shoots, events and special engagements
- Filmed and edited videos to showcase outlets, campaigns and the resort as a whole

EDUCATION

San Diego State University, Graduated May 2013

Bachelor of Arts in Journalism, Emphasis in Public Relations