

KELLI WEST

MARKETING/SALES PROFESSIONAL

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EDUCATION

University of San Diego
Bachelor of Fine Arts and
Business Administration
1987-1991

Gonzaga University
in Florence, Italy
Year abroad
1989-1990

PROFILE

- Senior level strategist and marketer
- Integrated media marketing specialist
- Deep Internet marketing/sales knowledge
- Strong team leadership and management skills
- Seasoned relationship management capabilities-
- Cohesive collaborator across teams/partners
- Resolute project management abilities
- Enthusiastic and motivated

WORK EXPERIENCE

Brand VO2, VP Marketing and Insights

OCT 2018 - CURRENT

- Responsible for generating large client reporting deliverables, utilizing in-house custom-created tool to analyze customer data, offering insights to help brands like Keurig, Jimmy Dean, Clorox and others determine their brand health with online consumers.
- Created new marketing collateral, prospect e-mails, digital assets for the launch of two new products,
- Provided innovative ways to analyze, present and share meaningful insights with our clients.

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WORK EXPERIENCE

Winter Ridge Natural Foods, Marketing Manager

APR 2013 - SEP 2018

SANDPOINT, ID

- Responsible for all advertising creation and implementation, marketing, graphic design, media buying, newsletter creation and social media.
- Promote the store, product specials, new products, events, educational classes and more.
- Drive social media activity daily.
- Store sales have grown 30% year over year since 2013
- Orchestrate stores largest annual guest celebration for more than 500 people

Go West Marketing, Principal

2007 - 2017

SEATTLE, WA - SANDPOINT, ID

- Senior Digital Strategist/YoCrunch and Yopa! Yogurt products (on contract) – Reset client social media and advertising strategies to aid in sale of the company. Provided Social Media communication guidelines, generated new partnership ideas, created communications and marketing calendar.
- Senior Digital Strategist/Pinkberry Frozen Yogurt (on contract) – Created and managed Facebook advertising campaigns for the launch of the Pinkberry App, Holiday Gifting program and Valentine’s Day/February promotion. With a \$25K budget for Gifting, over 75 million impressions were served, over 66K clicks were generated, and 176K Actions were spawned. Created 3 times the positive results of the client’s past agency.
- Senior Digital Strategist/LiveAreaLabs (on contract) – Act as media arm for agency. Provided all digital media plans for clients including London Drugs and Brooks Running Shoes. Media campaigns included digital banners on multiple networks, mobile advertising, Facebook advertising, SEM and retargeting.
- Senior Digital Strategist/RED212 (on contract) – Responsible for all digital media strategy, planning, buying and analysis for their biggest client, Chiquita’s Fresh Express packaged lettuce products. Implemented yearlong advertising campaigns that included display advertising on ad networks and premier food content portals, video ads, mobile ads, search and Facebook advertising. Managed and optimized Facebook advertising on a daily basis. Increased Facebook fan base by over 190K “Likes”. Also worked on other smaller clients like Homemade Brand Ice cream, and Shur-Line painting products.
- Senior Digital Strategist/Merlino Bauer (on contract) – Acted as digital arm for media firm on client, Brooks Running. Helped to successfully launched new shoe line by creating an engaging digital media campaign that included display ads on running focused sites, video ad networks, mobile advertising, and Facebook.
- Senior Media Strategist/Creature-US – Worked closely together with creative team to determine best advertising venues for clients. Responsible for all digital media planning, negotiation, implementation, tracking, reporting and optimization. Clients include Seattle’s Best Coffee, Microsoft Hotmail, Pacifico Beer, Palm, Inc.

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WORK EXPERIENCE

Go West Marketing, Principal (continued)

2007 - 2017

SEATTLE, WA - SANDPOINT, ID

- Senior Media Strategist/Garrigan Lyman Group (on contract) – Responsible for development, negotiation, implementation, tracking, reporting and optimization of ALL media campaigns/programs. Worked in conjunction with agency strategists, business development, account managers and project managers to complete these projects. Responsible for bringing in over \$500K in media dollars for the agency via display advertising, SEM, SEO and Social Media. Clients include FTI Technology, HTC phones, Babolat, Quantum, Microsoft, Toyo Tires, Sherwin Williams.
- Palm Centro Smartphone/Creature Seattle – Responsible for the strategic purchase of \$3.5 mm in online and social media, which in ONE MONTH drove 1.38 mm impressions and 1.7 mm clicks, 90,000 person fan base for Claus, the upgraded Santa ad character, and negotiated \$2.4 mm in media value add.
- Microsoft Office Online (on contract) – Managed agency Extreme Arts and Sciences. Top agency executives were interviewed regarding advertising in the productivity space. Helped manage production of persona and user-benefit focused videos. Also, updated the client-facing Office Online presentation content and graphics.
- Ascentium/Microsoft Entertainment and Devices (on contract) – Researched competitor offerings. Created media plan utilizing competitor provided data. Developed presentation and media kit takeaway and presented to sales team.

Yahoo!, Inc., Senior Account Executive

2003 - 2007

SEATTLE, WA

- Managed \$80mm/year Book of Business for Yahoo! Search Marketing focused on the top spending clients in the Northwest like Expedia, Nordstrom, Microsoft, RealNetworks, Nike, Intelius, Intel, and Starbucks. Responsible for providing company's highest-level of service (Diamond Tier) and relationship management.
- Grew book of business from \$30mm to \$80mm in 3 years.
- Created custom opportunities for clients utilizing the plethora of Yahoo! assets that best met account needs.
- Began the company as an Overture employee, responsible for selling Sponsored Search, Paid Inclusion/Search Submit Pro, Y! Shopping, Travel Submit Pro, Analytics, Paypal, Graphical and Class 2 media.
- Solely managed satellite office for 4 years and acted as consultant to clients on optimizing accounts, utilizing the appropriate Yahoo! Products to attain client goals, growing the participation with Yahoo!

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WORK EXPERIENCE

Cole & Weber Advertising, Media Director

2002 - 2003
SEATTLE, WA

- Hired as the exclusive media buyer who could buy both offline and online media
- including TV, Outdoor, Radio, Newspaper, Search, Lead Gen, SEO, Graphical advertising
- Helped agency win technology clients like WatchGuard Technologies and Broadcom.
- Also managed brand advertising for Gold Toe Socks. Each client gave the agency
- increased budgets due to media plan successes.

Go West Marketing, Principal

1998-2002
SEATTLE, WA

Microsoft, Inc., Marketing Manager/US-Enterprise Group Marketing and Communications

1997
REDMOND, WA

Sprynet/CompuServe, Inc. Internet Division

1996-1997 - MARKETING DIRECTOR
BELLEVUE, WA

1996 - ADVERTISING MANAGER
BELLEVUE, WA

1995 - 1996 - MARKETING GRAPHICS SUPERVISOR/ART DIRECTOR
BELLEVUE, WA

Medio Multimedia, Inc., Product Manager

1994-1995
REDMOND, WA

Ogilvy and Mather Direct, Account Executive

1992-1994
REDMOND, WA