

KELSEY HIZELBERGER

Creative Cat | Marketing Unicorn | Copy Squirrel

kelseyhizelberger@gmail.com | 810-247-0866

A true marketing unicorn, I blend strategic thinking with creative firepower to bring brands to life through innovative campaigns, emotional storytelling, and bold execution. I thrive on creating iconic brands and turning business challenges into creative solutions that drive results. As a leader, I build teams that move fast, think big, and deliver on time, on strategy, and on budget—while cultivating strong client relationships rooted in trust, clarity and collaboration.

SUMMARY

SCAD | 2009 - 2014
Savannah College of Art & Design
BFA Advertising, Specialty Copywriting

EDUCATION

SNHU | 2015 - 2017
Southern New Hampshire University
MS Sports Marketing & Management

THE PROOF IS IN THE
PORTFOLIO
●●● kelseyhizel.com ●●●

INDUSTRIES

HOSPITALITY | Retail | CPG
Health & Wellness | **SPORTS**
ENTERTAINMENT | Real Estate
LIFESTYLE | Land Development
HR | Finance | **AGRICULTURE**
Non-Profit | Commercial Property
CONSTRUCTION | **Home Services**

EXPERIENCE

Director of Marketing | The Villages | Jan '24 - Jan '25

- Built and scaled a high-performing marketing department—accelerating productivity, instituting scalable PM systems, and elevating strategic and creative output.
- Partnered with clients to shape insight-driven, omnichannel strategies— translating business challenges into creative solutions that improved brand awareness and KPI-aligned growth.
- Led creation of distinctive B2C/B2B brand identities, campaigns and GTM initiatives across traditional, digital and experiential to strengthen recognition, positioning and market penetration.
- Refined digital ecosystems through data-driven optimization, improving strategic focus, engagement and ROI across channels.
- Oversaw departmental budgets and resource allocation, optimizing vendor and freelance spend while building strong client, cross-functional, and external partnerships.

Creative Director | The Villages Sales & Marketing | Mar '22 - Jan '24

- Led high-performing creative teams, fostering collaboration while delivering distinctive brands and multichannel campaigns across diverse industries and audiences.
- Shaped brand strategy and storytelling, bringing identities to life across traditional, digital, and experiential channels and delivering robust brand guidelines.
- Produced immersive events and environments that strengthened brand perception and market positioning for B2C and B2B audiences.
- Drove digital growth through SEO/TUX-optimized web development, data-driven social strategies and creative, and integrated campaigns across emerging platforms.
- Presented clients with clear, outcome-focused creative that aligned with strategic business goals while pushing innovation and brand differentiation.

Senior Copywriter | The Villages Sales & Marketing | Jan '21 - Mar '22

- Crafted distinctive multichannel brand personalities by defining voice, tone, and messaging, collaborating with art directors to develop holistic identities that resonated with consumers.
- Delivered high-impact storytelling and copy that amplified brand recognition and drove measurable results.

Creative Social Manager | The Villages Sales & Marketing | Mar '20 - Apr '21

- Defined social strategy and brand identity across platforms, creating channel-specific content that drove a 24% increase in followers, doubled engagement and reach, through data-driven, paid and organic campaigns that aligned with strategic goals.
- Built and trained a high-performing social team while implementing tools and processes to ensure consistent, strategic content execution.

Copywriter | The Villages Sales & Marketing | Oct '17 - Jan '21

- Developed compelling brand voices and multi-channel campaigns, balancing strategic storytelling with client objectives while collaborating across creative, production, and account teams to deliver cohesive, actionable copy.

Marketing Manager | The Villages Sales & Marketing | Oct '17 - Jan '25

- Managed diverse client relationships, developing and executing strategic marketing plans that enhanced brand presence and drove measurable audience engagement.
- Served as key liaison between clients and internal teams, overseeing all client channels including traditional, digital and experiential platforms while ensuring cohesive identities and campaigns, and consistent, high-impact brand experiences.

Design

- Adobe Suite
- Canva

CRM

- Salesforce
- Hubspot
- Yardi/MRI

Performance

- Google Analytics (4)
- Semrush + SurferSEO

Social Media

- Meta- IG + FB
- YouTube + TikTok
- Snapchat

Project Management

- Workfront
- ClickUp
- Asana
- Monday

Content Management

- Mailchimp
- Sprout
- Hootsuite

TECH & TOOLS

Automation

- Zapier
- Active Campaign
- Marketo

Web Devo

- WP/Elementor
- Squarespace
- Wix + GoDaddy