

KELSEY HIZELBERGER

Creative Cat | Marketing Unicorn | Copy Squirrel

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SUMMARY

With a unique blend of creative vision, strategic insight & an extensive background in client relations, I thrive on solving challenges, building compelling brand identities & crafting innovative marketing strategies that leave a lasting impact. As a seasoned leader, I've mastered the art of fostering strong team dynamics & creating a positive, high-performing work culture where success flourishes. My passion, charisma & love of marketing inspires my teams to push boundaries, think big & bring bold ideas to life.

SCAD | 2009 - 2014

Savannah College of Art & Design
BFA Advertising, Specialty Copywriting

EDUCATION

SNHU | 2015 - 2017

Southern New Hampshire University
MS Sports Marketing & Management

CLIENTS/INDUSTRIES SERVED:

Hospitality, Retail, Health, CPG, Agriculture, HR, Entertainment, Real Estate, Lifestyle, Events, Sports, Commercial Property, Construction, etc.

TECH

Design

- Adobe Creative Suite
- Canva

Social (paid/organic)

- Meta- Instagram + Facebook
- YouTube + TikTok
- Sprout
- Hootsuite

Web

- Wordpress
- Squarespace,
- Wix
- GoDaddy
- CSS/HTML

Digital

- Mailchimp/Salesforce
- SEO + AI Automation
- Google Ads/Analytics
- Microsoft Office

Project Management

- Workfront
- ClickUp
- InMotion
- Asana
- Monday

EXPERIENCE

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

Established new marketing department- onboarding processes & platforms, recruiting & leading a high-caliber team, driving strategy & creative direction for clients across diverse industries & audiences.

- Developed innovative brand identities & integrated campaigns through big ideas, compelling storytelling, immersive brand experiences, unique voices & visual identities.
- Directed & executed multi-channel brand & product launches utilizing digital, print, PR, OOH, etc.
- Organized & designed engaging brand environments, events & exhibits to create memorable experiences.
- Optimized clients' digital platforms (web, social, email, etc.) utilizing performance data & trends to drive strategy & creative, leading to a stronger digital presence, increased engagement, reach & ROI.
- Supported client relations & reporting, ensuring creative initiatives aligned with strategic business goals.
- Implemented project management systems and processes, improving workflow efficiency & productivity.
- Designed &/or oversaw all creative output to ensure brand consistency/quality.
- Championed culture of creativity, collaboration & autonomy, empowering teams to produce notable work.
- Fostered relationships with freelancers, vendors & printers to streamline production, reduce costs & optimize efficiency, while also managing budgeting, accounting & invoicing.

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

Managed team of copywriters & designers in developing brand identities, omni-channel campaigns & events & experiences while fostering collaborative, creative environment conducive of exceptional work.

- Developed new & reinvented existing brand identities, plus spearheaded strategy & creative for multi-channel campaigns for stronger positioning & brand awareness.
- Oversaw all creative execution, maintaining consistency & alignment with brand strategy & guidelines.
- Organized, marketed & designed immersive experiences & memorable events utilizing elaborate displays, environmental design through traditional & non-traditional modalities, platforms & channels.
- Planned, designed & developed client websites utilizing best SEO/UX practices, increasing traffic & leads.
- Created intricate social strategies & identities to increase engagement, reach & overall brand awareness.
- Developed retail/CPG brand strategies, including packaging, in-store environments, planograms & POS.
- Drove digital & traditional campaigns & content, leveraging emerging technology, trends & formats.
- Presented creative concepts/strategies to leadership & clients, clearly articulating vision & impact.
- Fostered a collaborative, high-energy culture, driving innovative & strategic creative output.

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

Developed & led integrated campaigns & brand development in collaboration with art directors/designers, digital/account teams, creating compelling brand identities, campaigns & experiences across diverse industries. Shaped brand voices, messaging & content to create impactful touchpoints that resonated with target markets. Crafted copy in a wide variety of formats & across multiple channels, while leveraging storytelling, unique voice & tone- creating memorable, consistent brand personalities.

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

Created & implemented dynamic social strategy, voice & overall identity for The Villages socials that aligned with business objectives, while authentically showcasing the community's lifestyle. Implemented social media management software & streamlined processes while building a new social team- all ultimately resulting in strategic, engaging content; a defined, cohesive brand identity; & a 24% growth in followers while nearly doubling post interactions and reach.

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

Crafted compelling brand voices, messaging & campaigns for a multitude of clients in collaboration with creative, digital & account teams. Balanced strategic storytelling with client objectives, writing copy for diverse industries, audiences & brands, while ensuring identity & collateral were cohesive & actionable.

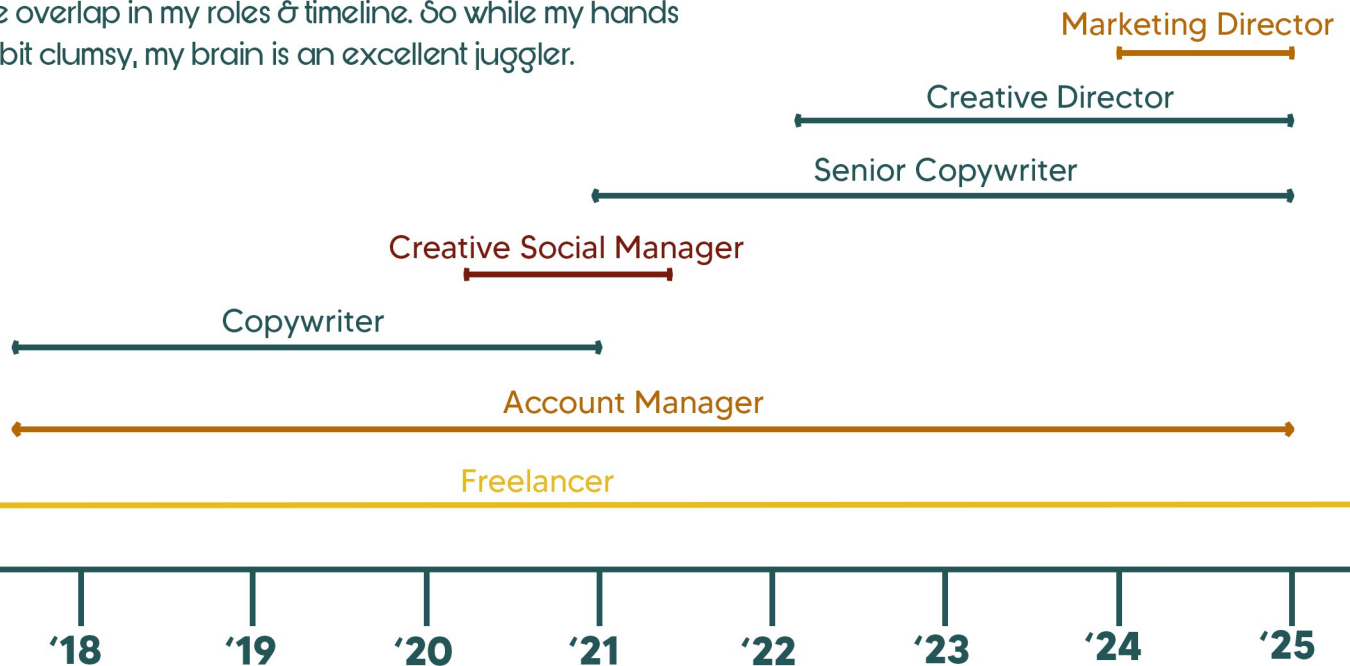
Marketing Account Manager | The Villages Sales & Marketing | Oct '17 - Jan '25

Cultivated & managed strong client relationships across a multitude of industries, while developing & executing large-scale, strategic marketing plans & mentoring new marketing account managers. Acted as coach & liaison between clients & teams, ensuring seamless communication & collaboration to deliver impactful marketing & drive growth. Generated sales funnel conversions, presented creative, tracked projects & reported performance to clients while also developing/maintaining clients platforms (social, web, email, etc.) to enhance brand identity, consistency & audience engagement.

Still need more convincing? Check out my portfolio: kelseyhizel.com

MY CAREER TIMELINE

Throughout my career, I've had the opportunity to wear many hats... but I wore a lot of hats simultaneously, hence the overlap in my roles & timeline. So while my hands can be a bit clumsy, my brain is an excellent juggler.



I GOT SKILLS... THEY'RE MULTIPLIN'

CREATIVE & MARKETING

- Creative Direction, Concepting & Big Ideas
- Brand/Visual Identity Development
- Integrated (360) Marketing Campaigns
- Copywriting & Content Development
- Brand Strategy & Positioning
- Photography & Videography Direction
- Digital Marketing (Email/App/Blog, etc.)
- Website Planning, Copy (SEO) & Design
- CPG Product Naming & Packaging
- Retail Strategy & Environmental Design
- Social Media Strategy & Content Creation
- AI Generation & Workflows
- Restaurant Menu Development & Design
- Signage, OOH, Tradeshow Displays

MANAGEMENT & LEADERSHIP

- Project Management & Resource Allocation
- Leadership & Team Building
- Cross-Functional Team Collaboration
- Client & Stakeholder Relations/Collaboration
- Team Building, Onboarding & Development
- Organization & Interpersonal Communication
- Problem Solving & Decision Making

EXPERIENCE DESIGN:

- Experiential & Environmental Design
- Brand & Product Launches (Soft/Grand Openings)
- Event Strategy, Planning & Design
- Retail Planning & POS Signage
- Tradeshow Strategy, Display & Design
- User Experience (UX)