

# KELSEY HIZELBERGER

Copywriter | Creative Director | Marketing Director

Kelseyhizelberger@gmail.com | 810-247-0866

## 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 experiential marketing inspire my teams to push boundaries, think big & bring bold ideas to life.

## SCAD | 2014

Savannah College of Art & Design  
BFA Advertising, Specialty Copywriting

## EDUCATION

## SNHU | 2017

Southern New Hampshire University  
MFA Sports Marketing & Management

## PORTFOLIO

KELSEYHIZEL.COM

## TECH

### Design

- Adobe Creative Suite
- Canva

### Social (organic + paid)

- Instagram + Facebook
- YouTube + TikTok

### Social Management

- Sprout
- Hootsuite

### Web

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

### Digital

- Mailchimp
- Salesforce
- 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, recruited & mentored a high-performing team while creating & managing strategy & creative direction for diverse industries & audiences. Clients ranged from retail & hospitality, to agriculture & entertainment, etc.—including development of five new brand identities & launches.

- Oversaw team in development & execution of innovative brand strategies & integrated campaigns through big ideas, compelling storytelling, unique brand experiences, compelling voices & visual identities.
- Organized, designed & produced engaging events & exhibits to create immersive experiences for B2B & B2C audiences through digital, virtual & in-person activations to enhance brand positioning & recognition.
- Directed & executed multi-channel campaigns, brand & product launches utilizing web, email, print, video, social, PR, OOH, packaging, signage, naming, etc.
- Implemented project management systems, improving workflow efficiency & team productivity.
- Defined brand guidelines, directed rebrands & oversaw all creative output to ensure brand consistency.
- Planned & directed photo & video shoots, curating visually stunning, authentic brand & product content.
- Developed relationships & pitched clients/stakeholders to align creative initiatives with strategic business goals.
- Fostered a culture of creativity, collaboration & risk-taking, empowering teams to produce standout work.
- Utilized performance data, market insights & consumer behavior trends to drive strategy & creative leading to engaging, memorable brand presence.
- Built strong relationships with vendors & printers to streamline production, reduce costs & optimize efficiency—all while managing accounting, invoicing & large client budgets.

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

Managed & mentored a team of copywriters & designers in developing brand identities, omni-channel, strategic marketing campaigns & engaging events & experiences across multiple industries— including golf & recreation, events & entertainment, restaurants & retail/CPG, health & wellness, HR, agriculture, commercial property, etc.

- Developed new brand identities & evolved existing identities for stronger positioning & brand awareness.
- Planned, marketed & designed immersive experiences & memorable events for B2B/B2C/internal/external audiences utilizing interactive displays, elaborate environmental design & user experiences, through traditional & non traditional modalities, platforms & channels.
- Spearheaded strategy & creative for multi-channel campaigns to introduce & reinforce brand recognition.
- Oversaw all creative execution, maintaining consistency & alignment with brand strategy & guidelines.
- Presented creative strategies to leadership & clients, articulating vision & impact.
- Fostered a collaborative, high-energy culture, driving innovative & strategic creative output.
- Developed retail brand strategies, including packaging, in-store environments, planograms & POS displays.
- Drove digital-first & traditional campaigns & content, leveraging emerging technology, trends & formats.

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

Developed & led integrated campaigns & brand development in collaboration with art directors, designers, account teams, etc. creating compelling brand experiences across diverse industries & audiences (B2B/B2C). Shaped brand voices, messaging & multi-channel content to create impactful touchpoints that resonated with key accounts & their 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 brand accounts to align with business objectives & authentically showcasing the community's lifestyle (IRL) with intentional content befitting of the individual channels. Implemented social media management software & streamlined processes while building a new social team— 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 & multi-channel campaigns in collaboration with creative, production & account teams. Balanced strategic storytelling with client objectives, writing copy for diverse industries, audiences & brands, while ensuring design standards & identity were cohesive & collateral actionable.

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

Cultivated & managed strong client relationships across a multitude of industries (golf, commercial property, food & bev, entertainment, etc.), while developing & executing large-scale, strategic marketing plans & mentoring new marketing account managers. Acted as liaison between clients & teams, ensuring seamless communication & collaboration to deliver impactful marketing & brand experiences. Developed/maintained clients platforms (social, web, email, etc.) to enhance brand identity, consistency & audience engagement.

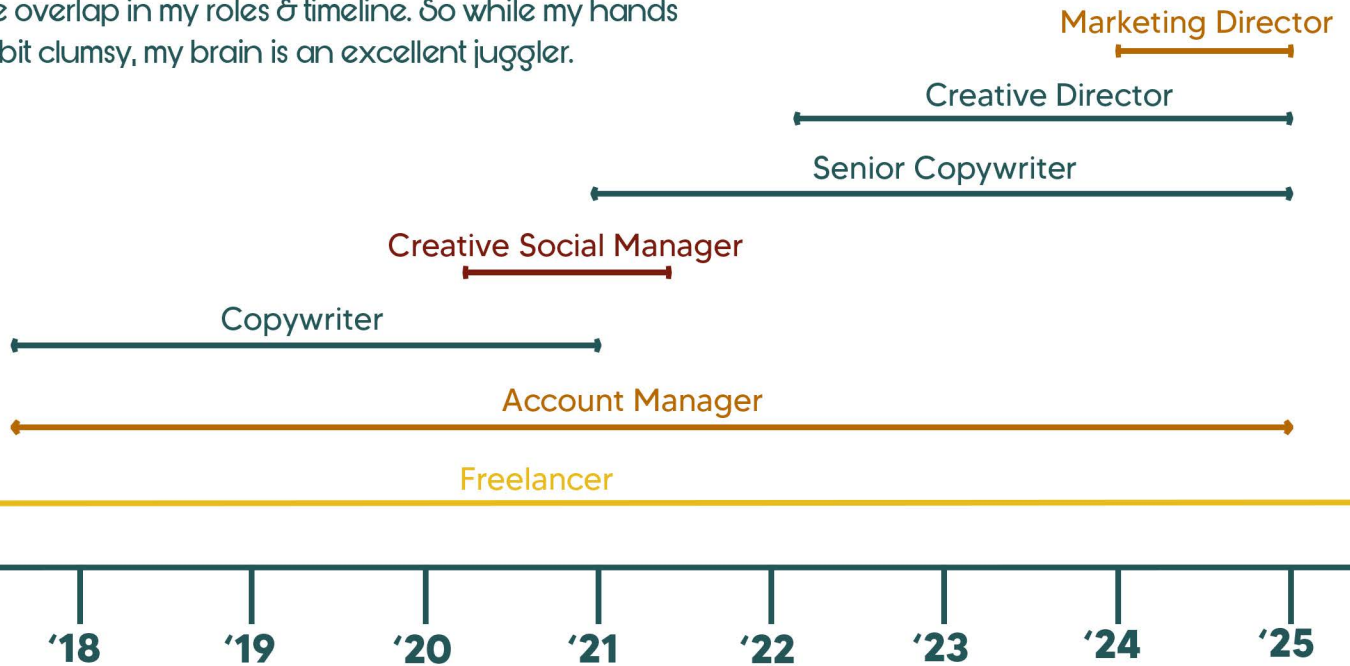
### Bartender | Wild Wing Cafe | Margarita Republic | World of Beer | 2011 – 2017

Created cocktails & great times for guests at establishments in Georgia & Florida while going to school full time.



# 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)