

Kelli Kane

Marketing Communications Creative

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Dynamic marketing professional skilled in crafting and executing impactful campaigns across diverse industries. Demonstrated ability to develop and implement effective brand strategies, create compelling content, and manage complex projects. Experienced in operating in international and remote environments, with a deep understanding of marketing fundamentals and analytics.

+ Skills

Creative Direction	Business-to-Business (B2B) Marketing	Leadership / Team Management
Project Management	Content Management Systems (CMS)	Strategic Thinking
Content Creation	Digital Asset Management (DAM)	Collaboration
Digital Marketing	Vendor Management and Negotiation	Solution Development
Brand Strategy	Adobe CC	Communication
Copywriting and Editing	MS O 365	Versatility
		Task Prioritization

+ Experience

Marketing Director, Phenom Innovations

2019-present

- Achieved top search engine result page (SERP) rankings using targeted keywords, generating leads and contributing to a 3x increase in annual sales between 2017-2018.
- Institute return on investment (ROI) tracking and performance evaluation of all marketing initiatives to streamline annual spend by 3%+.
- Lead the creation of sales presentations, technical reports, and promotional literature to increase business development by 10% or more year over year.
- 1 of 5 founding employees to launch the company and its offerings utilizing multichannel marketing campaigns.

**A sister company to Energy New Technologies International.*

Creative Director, Kane Consulting

2002-Present

- Co-founded a consumer solutions FMCG startup (Legend Ideas, 2016-2019) with 3 investors, overseeing all aspects of operations, including product development, sales, and marketing.
- Successfully pitched a Legend Ideas novel, patented plumbing product to The Home Depot and achieved placement with the national retail chain.
- Provide comprehensive marketing consulting services to third party businesses and organizations including: market research, brand development, events design, and product launch strategies.
- Render paid and pro bono (annually totaling \$10K+) services.

Guest Editor, China Petroleum Exploration

2016-2019

- Reviewed and edited 4+ white papers per quarter (pro bono), improving overall readability and technical accuracy.
- Provided guidance on terminology, grammar, and style across over 50 articles, resulting in a 35%+ increase in reader comprehension and engagement.

Marketing Director, Energy New Technologies International

2013-2018

- Primary liaison with Asia Pacific marketing group, managing a virtual team of 5 marketing professionals, handling all areas of content creation, digital advertising and PR.
- Supervised a \$100K+ marketing budget across multiple regions on behalf of 3 separate companies.
- Spearheaded 1 joint venture proposal and startup plans, fueling expansion into new markets.
- Orchestrated 2 corporate photo shoots, strengthening brand visibility with high-impact visuals.
- Defined creative direction on international commercial spots to ensure business alignment.
- Evaluated and optimized the Chinese website, boosting engagement and reinforcing brand consistency.

Graphics Design Manager, Culver Franchising System, Inc.

2007-2010

- Crafted visual and written content for internal and external cross-functional objectives including: promotional and training materials, touchpoints, websites, and events, saving the company an estimated \$400K in the first year.
- Defined and codified the company's first set of corporate brand standards to ensure consistency across all marketing materials and touchpoints.
- Directed external design service providers to ensure delivery of high-quality collateral.
- Planned and executed the annual national trade show corporate booth serving 500+ businesses over 3 days, supervising design, logistics, and staffing.

+ Education

Bachelor of Fine Arts, Illustration

College for Creative Studies, Detroit, MI

Honors Graduate, Walter B. Ford II Scholarship, CCS Scholarship, Weatherford Scholarship

Foreign Exchange Program, Oil Painting

Ballyvaughan College of Art, Ballyvaughan, County Clare, Ireland

Inaugural Participant