

MARESA KELLY

317-519-5952 | maresakelly@gmail.com | Portland, OR

Marketing and communication wizard.

WORK EXPERIENCE

Outside In | Portland, OR Brand and Marketing Manager

September 2023 - January 2025

- Developed content for all internal and external audiences, including email marketing, newsletters, brochures, and web copy.
- Generated and executed inclusive communications strategies to grow clientele and educate diverse audiences.
- Enacted cross-media and multi-channel marketing strategies.
- Created comprehensive media policies and procedures, developed press releases, and managed media inquiries and crisis communication.

Communication and Marketing Coordinator

March 2023 - September 2023

- Redeveloped and maintained website content using WordPress, enhancing user experience and resulting in a 15% traffic increase.
- Managed social media content calendar and accounts, resulting in 150% follower increase.
- Worked closely with program teams to develop engaging client success stories to share with donors and external stakeholders.

Public Allies | New York, NY Program Manager

November 2021 - July 2022

- Cultivated digital marketing strategies through development of versatile content enacted across all social media platforms.
- Developed toolkits, webinar content, other marketing collateral to recruit external partners and sponsors.

TMap | Indianapolis, IN Talent and Marketing Specialist

December 2019 - February 2021

- Produced marketing collateral including social media content, email messages, and digital ads.
- Managed technical tools including WordPress, HubSpot, and MailChimp to ensure brand consistency through automation.

The International Center | Indianapolis, IN Marketing and Communication Coordinator

September 2017 - December 2019

- Lead organizational rebrand and created updated brand guidelines.
- Maintained monthly content calendar, newsletter, blog posts, and more.

EDUCATION

Marian University Indianapolis, IN

Bachelor of Arts,
Communication

SKILLS

Interpersonal
Communication

Creativity

Adaptability

Collaboration

Curiosity

Storytelling

CORE PROFICIENCIES

Adobe Suites

Microsoft Suites

Copywriting

Email Marketing

Graphic Design

INDEPENDENT WORK

Freelance Copywriter

Produce website, blog,
and social media copy

Freelance Photographer

Event, brand, and
creative photography