

Tony Kelsey

Award-winning marketing professional with a background managing user-experience design and digital strategy seeks a position where a strong track record overseeing complex brand initiatives is needed.

Proven Strengths

- Implemented digital strategy and managed creative services for global IT consultancy
- Demonstrated success with SEO, SEM and SMM
- Proven experience in both B2B and B2C environments
- Award-winning UI/UX designer
- Skilled writer, speaker and team manager

Experience

Jan 2012 · present

Director of Marketing
Pactimo
Greenwood Village, CO

Pactimo is an eCommerce retailer of premium technical performance apparel, primarily targeting the cycling and triathlon categories.

- Responsible for direct-to-consumer digital and creative strategy to include Web and brand development, advertising, affiliate recruitment, social media, print, email, PR and events.
 - Oversee customer experience and user interface design across a variety of touchpoints, including the design, development and rollout of new Web sites (pactimo.com & pactimo.com/shop).
 - Increased retail traffic 400% and online sales 450% over 12-month period through an integrated digital and search marketing campaign.
 - Increased Facebook likes by 1500% in one year through aggressive advertising and community building.
 - Collaborate with product development team and sales leadership on integrated product marketing strategies.
 - Plan, coordinate and manage execution of company's events, customer camps and tradeshow, to include participation in the USA Pro Challenge.
- Regularly contribute to and serve as editor-in-chief for the Pactimo blog (pactimo.com/blog).
- Manage developers and external agencies, coordinating project deliverables.
- Research and compile detailed analytics, competitor analysis and site reports.

May 2011 · Dec 2011

Independent Consultant
Denver, CO

- Provided user experience and brand strategy consultations to a variety of clients, overseeing creative and UX outcomes with regard to brand development, marketing strategy, Web/print design, SEO and social influence marketing.
- Managed agency/developer deliverables, project scope, budget and timelines.

Jul 2007 · May 2011

Vice President, Global Brand & Creative
CIBER, Inc.
Greenwood Village, CO

CIBER is an international, \$1 billion information technology consulting, services and outsourcing company with 8,500+ consultants serving higher education, commercial and government clients.

- Oversaw global customer experience, brand strategy and demand/lead generation activities.
- Implemented and directed digital marketing strategy in support of global sales.
- Supervised production and development of marketing deliverables and global creative services, to include design for Web, print, signage, email, social media and mobile initiatives.
- Developed the company's social influence marketing and Web 2.0 strategy.
- Conducted market and competitive research, monitored KPIs and analyzed ROI.
- Deployed a brand refresh and strategy across global markets.
- Conducted prototyping, wireframing, A-B and quality assurance testing.
- Coordinated and managed project goals with adjacent teams and external suppliers/vendors.
- Recruited and coached team that had zero turnover during my tenure.

Experience cont.

Jul 1999 · Jul 2007

Director, Creative Services & Interactive Marketing
CIBER, Inc.
Greenwood Village, CO

- Expanded company’s Web presence to capitalize on global sales, recruiting and marketing initiatives.
- Developed company’s Web, search and interactive marketing strategies and user experience across 17 unique country sites.
- Regularly analyzed and reported on effectiveness of marketing campaigns.
- Directed production of all marketing/tradeshows-related materials: design, copy writing and brand adherence.
- Designed, drafted and deployed interactive email marketing campaigns (~6 per month).
- Monitored search engine optimization process/results and adword campaign buys—increased Web traffic 50% over 9 months with expanded SEO/SEM strategy.
- Guided creative processes and content development for Web, print, email and tradeshow materials.

Mar 1999 · Jul 1999

Interactive Marketing Manager
WobblyShop
Denver, CO

WobblyShop is a consortium of designers, developers and marketing professionals providing non-profits, small/medium sized businesses and start-ups with traditional and digital marketing solutions.

- Developed comps, wireframes and user-interface designs.
- Created Web graphics and developed sites in ColdFusion.
- Wrote copy for both Web and print marketing projects.
- Regularly met with clients to present iterations and project deliverables.
- Designed print marketing materials in accordance with client needs.

May 1997 · Mar 1999

Manager, Marketing Communications
PacifiCare of Colorado
Englewood, CO

PacifiCare offered a variety of insurance benefits and services, such as individual/family plans and group health plans, to members in a number of states. Today it is owned by United Healthcare.

- Oversaw internal and external marketing communications in support of regional service center operations.
- Evaluated and interpreted data to enhance local marketing initiatives, including sales and P&L data, competition, general economic trends and industry qualitative/quantitative research.
- Developed content and user experience design for regional employee Intranet.
- Supervised regional print shop and mail activities,.
- Managed regional marketing budget of \$1.5M annually.

Marketing Awards

- 2x Recipient American Business “Stevie” Award - User Experience Design
- 2x Finalist International Business “Stevie” Award - User Experience Design
- 1x Recipient Web Marketing Association Award - Marketing Communications
- 1x Recipient Bronze Mercury Award - Marketing Communications

Education

B.A. *summa cum laude* (3.93 gpa)
Political Science/History
University of Colorado, Denver, CO

Proficiencies

- MS Office
- Adobe Creative Suite
- PC/Mac
- HTML/CSS/ColdFusion/SQL
- CMS/CRM Integration
- SEO/SEM/SMM
- Google Analytics/AdWords
- Affiliate Marketing

Military Service

Combat Air Controller/Instructor
United States Marine Corps

Personal

Trained in French cooking
Fledgling novelist
Avid road cyclist

Online

tonykelsey.com
tonykelsey.wordpress.com
twitter.com/tonykelsey
linkedin.com/in/tonykelsey