# AGENCY OWNER & CEO

## CONTACT

 817.372.3556

 [elisa@kearley.com](mailto:elisa@kearley.com)

 328 Hemphill Street, Fort Worth, Texas 76104

 [Kearley.com](https://kearley.com/)

## EDUCATION

**TEXAS CHRISTIAN UNIVERSITY**

Bachelor of Science FTVDM and Ad/PR

**2022**

**TEXAS CHRISTIAN UNIVERSITY**

## PROFILE

Elisa is a second generation Horned Frog and earned her undergraduate degree from TCU in FTVDM and Advertising/Public Relations. After working as a freelance copywriting, business reporter, and marketing/PR strategist for several years, Elisa joined the Kearley team in 2003 as copywriter and agency strategist. She became agency Vice President in 2008, and took over as President in 2010 when agency founder retired. In 2020, bored (and a bit stir crazy) during the COVID lockdowns, Elisa applied and was accepted into the TCU StratComm Graduate program in August of 2020. She earned her graduate degree in December of 2022.

Her thesis is on Credit Unions and Corporate Purpose.

Today, Elisa is the owner and agency Principal of Kearley & Company – a full-service marketing and branding firm serving clients in the financial and healthcare industries across the country. Kearley has helped and supported the Rutledge Cancer Foundation for over ten years.

## WORK EXPERIENCE

Masters Degree Strategic Communication

## SKILLS

**Kearley & Company**

 Copywriter (2003 - 2020)

 Account services, Strategy (2003 - 2020)  Agency Vice President (2008-2010)

 President and owner (2010-2022)

2003-PRESENT

Advertising / promotional campaign development Branding

Currently agency CEO, writing/consultant, speaker, and member of the agency’s digital marketing team.

Data Analytics/Analysis Digital Marketing

Executive and Organizational Communication

Leadership Marketing Strategy Public Relations

**EJ Enterprises**

Owner/Operator

 Freelance writer

 Reporter - Four Corners Business Press  Public Relations consultant

 Marketing Strategist

## REFERENCES:

1995-2003



* **Andy Reed:** CEO, Client at 4 different organizations [Andy.Reed@securityfirstcu.com](mailto:Andy.Reed@securityfirstcu.com)
* **Lindsey Murphy:** Chief of Staff, Education Credit Union, helped launch Foundation. [lindsey.murphy@educationcu.com](mailto:lindsey.murphy@educationcu.com)

**THOUGHT LEADERSHIP**

# AGENCY PRINCIPAL

[Marketing Best Practices](https://kearley.com/category/best-practices/) **ADDITIONAL INFORMATION**

[Current Trends](https://kearley.com/category/current-trends/)

[Research - Purpose](https://kearley.com/category/research-development/)

## AFFILIATIONS:

* **Member, American Advertising Federation (AAF)**
* **Member: Fort Worth South, Inc., 2017-present**
* **Member, PEO, Chapter AP (Philanthropic Education Organization)**
* **TCU Alumni Association**

**CERTIFICATIONS:**

**Kepner-Tregoe Problem Solving and Decision Making**

**Quantcast RTA Digital Ads**

### Appointments:

* AAF-Fort Worth ADDY gala chair 2008
* AAF-Fort Worth Chapter Treasurer 2009
* AAF-Fort Worth Chapter President 2011-2012
* AAF-Fort Worth Board Member 2006-2014, rejoined in 2017
* AAF-Fort Worth Chair, District Conference in Fort Worth, 2017
* AAF-Fort Worth Executive Committee 2008 – 2013, 2017-2020
* AAF-Fort Worth Presidential Advisor 2018, 2020
* AAF District 10 Government Relations, Texas state representative, 2018- 2021

### Volunteer:

* Camp Fire Advisory Board, June 2011 – June 2012
* Paschal High School PTA Board, 2011 – 2013
* Paschal High School Theater Booster President, 2013-2014
* PEO AP Chapter Ways & Means Committee Chair, 2014
* AAF-Fort Worth committee volunteer, 2004-2020
* Mistletoe Heights – Board Member (2022-present)

### Honors and Awards

* Numerous American Advertising Awards (American Advertising Federations or AAF’s local, state, and national awards) during career.
* AAF District 10 Small Club of the Year in 2011, 2012, 2013,

2014, 2015, 2016, and 2017.

* AAF- District and National Club Achievement awards in 2010, 2011, 2012, 2013, 2014, and 2015, 2016, 2017, 2018, and 2019
* Numerous marketing awards during career
* Speaker at marketing conference across the country on marketing best practices. 2007-present
* Contributor – Credit Union industry national trade publications / marketing best practices.