

Mary Ellen Kelly

CONTACT

811 Dunlewy Street
Asbury Park, NJ 07712
E: mekelly316@gmail.com
P: 732.768.8120

EDUCATION

MBA: Marketing & Strategic
Management
Villanova University | 2013

BA: Strategic & Organizational
Communications
Temple University | 2008

Certificate: Digital Marketing
Temple University | In process

SKILLS

PhotoShop
Basic HTML
Critical Impact
Airnet (CMS)
PowerPoint
Word
Excel
Outlook
Streamline (WorksmartSuite)

REFERENCES

Doug Sherman
VP Marketing Communications
Airgas | 610.397.2818
doug.sherman@airgas.com

Sarah Boxler
Communications Manager
Airgas | 215.495.8439
sarahsboxler@gmail.com

Liz Hostetter
Account Manager (formerly)
RR Donnelly | 215.776.6740
liz.m.hostetter@gmail.com

ADDITIONAL TRAINING

Passport to Leadership
The Copywriter's Workshop
Direct Marketing Institute

PROFILE

Strategic Marketing and Communications professional with strong integrated marketing experience and advanced education. Driven leader capable of exceptional vendor and event management within budget and timeline requirements. Versatile team member who approaches every project and challenge with a diverse toolkit of ideas and problem-solving techniques.

EXPERIENCE

Marketing Manager

Global Beauty Group

August 2015 – Present

Manage several brands, each with a unique customer base and sales channel, collaborating with brand leaders, suppliers, sales teams and buyers to grow product offering in response to market trends.

- Identify third party companies for promotions and partnerships to drive sales through new customer contact
- Manage email campaigns through Critical Impact and direct web administrator on eCommerce strategy to improve content, layout and sales

Marketing Communications Manager

Airgas

October 2013 – July 2015

Central resource for marketing communications initiatives and tradeshow program. Collaborated with multiple market segment leaders and teams to create a wide range of materials specific to their unique audiences, including presentation decks, sales literature, mailings and other promotional materials.

- Responsible for key vendor management, including printers, tradeshow companies and ad agencies. Built, maintained and expanded marketing communications programs and tools utilized by a national sales force
- Oversaw creation and distribution of tradeshow graphics, direct mail, sell sheets, advertising and on-hold messaging with particular attention paid to maintaining brand integrity

Senior Marketing Communications Specialist

Airgas

January 2010 – October 2013

Developed internal and external communications including meeting materials, newsletters, executive memos, biographies and the annual report. Assisted in corporate initiative development and rollout with a focus on communication strategy.

- Developed, expanded and protected the Airgas brand through marketing communications programs, including tradeshow, meeting and event planning
- Worked with strategic account teams entering newly defined markets as well as local field representatives and store managers in local markets nationwide

Marketing Communications Specialist

Airgas

May 2008 – January 2010

Assisted in managing day-to-day relationships with outside vendors and internal marketing professionals across the company and its various business units.

- Assisted in organization of national award ceremonies, tradeshows and meetings
- Developed materials regarding corporate and social responsibility initiatives including environmental accountability and veteran recruiting as well as newsletters and advertisements