



KELLY FRAMPTON

MARKETING STRATEGY • PROJECT MANAGEMENT • SOCIAL MEDIA

TECHNICAL SKILLS

SOCIAL MEDIA

Facebook • Hootsuite • Instagram
LinkedIn • Pinterest • SMS Messaging
Twitter • Wordpress • YouTube

ADOBE CREATIVE SUITE

Illustrator • InDesign • Photoshop

PROJECT MANAGEMENT

Asana • Basecamp • WorkFront

OTHER

Bright Author • Hubspot • iMovie
Mailchimp • Microsoft Office

COMMUNITY OUTREACH

BETHANY LUTHERAN CHURCH

Music Ministry • 2010 - present
Small Groups • 2011 - present
Youth Ministry • 2014 - present

GIRLS ON THE RUN

Board of Directors • 2018 - present
Coach • 2015 - present

MARKETING EXCHANGE

Iowa City Chamber of Commerce
2013 - 2017

COMMUNITY LEADERSHIP PROGRAM

Iowa City Chamber of Commerce
2014 - 2015

EDUCATION

WARTBURG COLLEGE

Bachelor of Arts Degree:
Communication Arts
Public Relations emphasis

Minor:

Women's Studies

Certificate: Leadership

PROFESSIONAL EXPERIENCE

MARKETING & COMMUNICATIONS MANAGER

CONCEPT BY IOWA HEARING • SEPTEMBER 2019 - PRESENT

- Create and manage a strategic marketing plan for all traditional and digital advertising for company's statewide locations.
- Write, plan, and design current and future marketing campaigns and materials.
- Manage all internal communications, including regular maintenance of company website and company intranet.
- Coordinate and reserve booth and display space at local vendor shows.
- Effectively create and manage display and paid search campaigns.
- Maintain online directory listings for each of the company's locations.
- Build and manage a defined annual \$550k marketing budget and report monthly on efficiency of digital marketing efforts.

PRINT PRODUCTION MANAGER

INNERWORKINGS • AUGUST 2017 - AUGUST 2019

- Responsible for all aspects of production, purchasing, execution, and billing of account based print projects including direct mail campaigns, printed materials, banners, and POP assets.
- Collaborate with suppliers, internal team members, and client stakeholders to confirm assignments are executed with quality and competitive pricing while overseeing a high volume of complex projects.

MARKETING PROJECT MANAGER

WEST MUSIC • SEPTEMBER 2011 - AUGUST 2017

- Create and execute detailed marketing plans of company promotional materials and projects effectively.
- Supervise design staff with an eye towards brand consistency, project requirements, and deadlines.
- Oversee planning and budgeting for multi-channel programs.
- Manage development of print materials including national catalogs, regional promotional materials, and business development resources.
- Coordinate and collaborate with digital media assets and e-commerce efforts to ensure consistency.
- Communicate with local and national media for advertising specifics, reservations, and buying as well as public relations efforts.
- Write, edit, and proofread external communications such as social media content, email campaigns, newsletters, and press releases.
- Develop content for social media and post across multiple platforms.
- Create layouts and design for both print and online materials.