

KELSEY DAMON

Brand Strategist

kelseydamon.com

509.295.1598

kelseyadamon@gmail.com

linkedin.com/in/kelseydamon/

@kelseyadamon

EDUCATION

Account Planning, certificate
Miami Ad School

Strategic Communication, M.A.
Washington State University

Advertising, B.S.
University of Idaho

ACHIEVEMENTS

Top Dog, 2016
Miami Ad School

Creativity Award, 2012
University of Idaho

AAF Nationals 2nd Place, 2019
Ad2 Public Service Competition

SKILLS

Creative strategy
Market research
Campaign development
Consumer insights

FAVORITE INPUTS

Irreverent television
Backpacker travel

If my body didn't have to sleep, I never would. I'm a curious night owl who can stay up until 3 a.m. reading movie trivia. I'm a mama to two extremely spoiled rescue dogs, fiercely independent ENFP-T, tenacious aerial athlete, aspirant multi-linguist, and tree-hugging outdoor aficionado. At eighteen countries and counting, I would jump on a plane at a moment's notice to go somewhere new. I never want to slow down, stop learning or quit exploring. The world is a vast, fascinating place and I will always feel like I've only experienced a fraction of it.

EXPERIENCE

Brand Planner

June 2016-present

The Richards Group, Dallas, TX

- Identify opportunities for connection between brands and consumers.
- Develop and build organizational conviction around brand strategies.
- Guide consistency in creative campaigns and brand touch points.
- Identify key insights and develop strategic creative foundations.
- Utilize secondary and syndicated research platforms daily.
- Develop and conduct qualitative and quantitative research as needed.
- Clients include: American Cancer Society, Dr Pepper Snapple Group, Firehouse Subs, Shiner Beers, and Southern Methodist University.

Marketing Coordinator

August 2014-November 2015

Skagit Regional Health, Mount Vernon, WA

- Lead in the identification of marketing needs and opportunities.
- Lead in the coordination of organizational and external communication.
- Utilized market research to develop a comprehensive marketing strategy.
- Wrote press releases, advertising copy, newsletters, articles, and memos.

Marketing Coordinator

July 2013-March 2014

Heekin Orthopedic Specialists, Jacksonville, FL

- Managed events, internal projects, and outreach efforts.
- Coordinated internal and external communications.
- Provided assistance to the management team for special projects.
- Developed and refined marketing materials as needed.
- Assisted in research, data analysis, and reporting of marketing performance.