

Kelly Eagle

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Experience

Marketing Director, LS2group 2014 - current

Develop integrated marketing strategies to span all platforms, including social media, TV, radio, digital, as well as trade shows and branded collateral. Communicate with clients and manage client relationships. Analyze data and report to client. Execute video concepts and manage the pre-production, production, and post-production process. Lead marketing team, manage budget, and develop an air of learning within the team. Foster new business and develop strategies to grow the team's capabilities and services offered.

Associate Digital Editor, Better Homes and Gardens 2012 - 2014

Planned and wrote consumer-focused content for bhg.com. Developed strategy and content for a weekly newsletter with a list of 350,000. Analyzed website and newsletter performance and traffic patterns for future content and build-outs. Utilized analytics and SEO to determine content angles for bhg.com and social media. Able to quickly transform a single piece of content into various pieces for the customer, while staying true to brand mission. Pitched and started the Smart Home channel on bhg.com. Assigned projects to freelancers and managed budget and annual content plans. Collaborated with print editors, developers, and management across a variety of projects. Utilized consistent brand voice in different types of media.

Vice President of Communication, Fampus.com 2010 - 2012

Collaborated with management team to develop fampus.com, a university-based events website and custom content management system. Managed budgets, interviewed and hired staff, as well as projected expansion plans for the site and staff. Worked with developers to define the product, completed front- and back-end wireframes and UX. Developed workflows for the new company, and for event staff to efficiently manage and input data. Facilitated launch events, developed online and onsite marketing plans, and directed focus groups with users and on-campus interns. Forecasted revenue and co-wrote a business plan. Created company handbooks and policies for a team that grew from 3 to 12 in less than two years.

Blogger / Freelance Writer 2009 - 2013

Pitched editorial and marketing ideas to various clients. Juggled projects and deadlines while working within the budget constraints of a one-person company. Worked side-by-side with designers to choose stock imagers or shoot new images, finalize layout and design of materials, plus worked with printers to produce final products. Tested products and wrote clear, concise reviews on blog, in addition to sponsored blog posts through Clever Girls Collective, Inc. and MomCentral. Maintained content calendar, optimized blog for search engines (SEO), while creating a brand and traffic that continued to rise.

Associate Editor, Country Home Magazine 2008 - 2009

Developed content for Collect section of the magazine. Focused on antiques, collectibles and re-purposing 'found' objects. Managed freelancers and assessed content pitches to find the best fit for the magazine, and in turn, pitched those to the Editorial team. Coordinated photo shoots, propping, and the creative vision of the section. Wrote web content to enhance

countryhome.com. Traveled to antique shows to represent the brand and interacted with readers.

Assistant Editor, Atlanta Homes & Lifestyles Magazine 2006 - 2008

Wrote about local art gallery openings, citywide style news, and luxury home design. Launched the magazine's first e-newsletters and wrote various content for web. Scouted homes for feature stories and represented the magazine at local and regional events. Built relationships with interior designers and shop owners. Worked as part of a three-person team to redesign and launch a fresh atlantahomesmag.com. Coordinated the magazine's Bath of the Year and Kitchen of the Year contests, and produced stories of the winning spaces for an in-book feature.

Education

Iowa State University, Ames, Iowa 2001-2005

B.S. Journalism and Mass Communication

Board Involvement Volunteer Work

Waukee Public Library Board of Trustees (2012 – 2018)

Waukee Public Library Board Secretary (2013 – 2018)

Hawthorn Hill Infomercial Committee

Waukee Public Library Friends & Foundation Children's Story Time Committee

City of Waukee Mini Sluggers softball coach

Children's Variety of Iowa Telethon volunteer