

# Kelsey Cervantes, PCM®

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## EXPERIENCE

### **Zirous, Inc. | February 2018 - present** **Marketing Manager**

- Lead multi-channel marketing campaigns from start to finish
- Manage digital marketing including website, social media, blog, email, and more
- Communicate with department leads to identify marketing needs and opportunities
- Align marketing and sales strategies in collaboration with sales leadership
- Design collateral for sales use, campaigns, advertising, trade shows, etc.
- Create annual marketing plan and budget
- Oversee Zirous' community and philanthropic activities
- Provide sales support in the Wisconsin territory

### **Zirobi | March 2019 - present** **Business Development Strategist**

*Zirobi is the joint venture between Zirous, Inc. and OBI Creative*

- Manage business development in conjunction with other Zirobi team members
- Execute business development activities including emails, mailings, and promotional items
- Identify publicity and speaking opportunities
- Develop the Zirobi brand separate but complementary of the Zirous brand

### **McGowen, Hurst, Clark & Smith, P.C. | November 2013 - February 2018** **Marketing Supervisor**

- Oversaw marketing department, annual marketing plan and annual marketing budget of \$200,000+
- Directed online marketing, including website, social media, and e-newsletters
- Created all collateral including newsletters, advertisements, brochures, handouts, and more
- Supervised four marketing interns
- Executed all other day-to-day operations of marketing department

*Previous: Marketing Assistant & Marketing Intern*

## COMMUNITY INVOLVEMENT & LEADERSHIP

**WDM Lacrosse Club** | Volunteer, social media and marketing consulting | March 2019 - present

**American Marketing Association** | Board Member, Director of Social Media | August 2018 - present

**American Marketing Association** | Member | January 2017 - present

**Tools for Opportunity** | Board Member, Director of Email | March 2017 - present

**Orchard Place** | Foundation Board Member | July 2016 - present

**Waukee Leadership Institute** | Graduate | June 2016

## EDUCATION

### **University of Iowa | Des Moines, IA**

Graduate Certificate: Marketing Management (in progress)

- 4.33 GPA

### **Drake University | Des Moines, IA**

Bachelor of Science in Business Administration: Marketing

Minor: Graphic Design

- 3.67 GPA, Cum Laude, Departmental Honors
- Donald V. Adams Leadership Institute Graduate
- Alpha Kappa Psi Professional Business Fraternity: VP of Public Relations, Member
- Alpha Phi Omega Professional Service Fraternity: President, Treasurer, Recruitment & Publicity Chair, Member

## TECHNOLOGIES & SKILLS

American Marketing Association Professional Certified Marketer®

Email: MailChimp, Constant Contact

Web: Wordpress, Squarespace

Google: Analytics (certified), Ads (certified), Google My Business

Social media: Facebook, Twitter, LinkedIn, Instagram, Tumblr, Hootsuite

Graphic design: Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Canva

Computer skills: Microsoft Office, G Suite, Windows OS, Macintosh OS

Other tools: SEMrush, Highrise, Insightly

Other skills: copywriting, editing, branding, communication, organization, project management