May 21, 2019

Dear Selection Committee,

Please accept this nomination of Kelsey Cervantes for the 2019 Meredith Emerging Woman of Influence award. When I read that this award was designed to recognize up-and-coming female leaders who have already achieved career success and recognition for community involvement, I immediately thought of Kelsey. At the young age of 25, Kelsey has already lead the marketing efforts of two Des Moines area firms as Marketing Manager, served the community as a member of multiple boards, and emerged as an entrepreneur starting two small businesses.

I began working with Kelsey over a year ago when she joined Zirous. Shortly after joining the company she took over as Marketing Manager leading all of our internal marketing efforts. One of her first projects was to redo our website. Being new to the organization and having very little technical knowledge this was a big undertaking for Kelsey but she jumped right in. She worked with our technical team leads to understand the details of the services they provide, she created new content and handled the design, and set the site up for analytics tracking. While working on the website project she also managed the creation and launch of several different marketing campaigns. Over the course of the year that Kelsey has worked as Marketing Manager, I have been extremely impressed with her dedication, organization, and effectiveness as a young leader.

In addition to being impressed by Kelsey as a leader at Zirous, I continue to be impressed by her motivation and efforts outside of the office. She has started two small businesses; one is a graphic design business, called Sundae Morning Studio, focused on creating custom wedding stationery. The other was just launched, called ModMix Marketing, and is a full-service consulting and execution firm targeted toward small businesses and non-profits who can't afford a larger agency. Her mission is to help the “little guys” who still deserve a good marketing strategy even if they can’t afford to hire a full-time person. Her commitment to non-profits is inspiring and extends past the creation of this small business. Kelsey currently serves as a member on three boards - American Marketing Association, Tools for Opportunity, and Orchard Place.

It has been a pleasure to work with Kelsey. She inspires my own personal growth as a leader and I often seek out and value her advice and opinion. She has already accomplished and contributed so much at a young age. I don’t see her stopping anytime soon and I can’t wait to see what she does next. I am honored to submit this recommendation and believe Kelsey is very deserving of this award.

Sincerely,

Megan Tell

Director of Strategic Projects, Zirous