

K E L S E Y S . B A R C O M B

CREATIVE MARKETER & STORYTELLER

ksbarcomb.com



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New York, NY

EDUCATION

BACHELOR OF ARTS
Journalism
Auburn University
2016

EXPERTISE

Professional Writing Style
Creative Writing Style
Marketing Strategy
Social Media Management
Brand Storytelling
Product Messaging
SEO and Keyword Optimization
Business Development

TECHNICAL SKILLS

Microsoft Office Suite
WordPress
Adobe Photoshop
Adobe InDesign
Copywriting
Editing and Proofreading

PROFESSIONAL PROFILE

Digital marketer and creative writer with a gift for product strategy, brand messaging, and storytelling. Excellent copywriting, proofreading, and communication skills. Dedicated to strengthening communications and generating revenue via copywriting, social media, content strategy, and email marketing.

EXPERIENCE

CORPORATE MARKETING STRATEGY & MESSAGING OUTFRONT Media | Feb 2021 – Present

Strategize national marketing campaigns for digital and social channels. Oversee, manage, brainstorm, and coordinate the process of multiple weekly B2B e-newsletters and video content series. Ensure the company brand is properly relayed through social media, email marketing, case studies, website content, and marketing collateral.

- Pitch, design, curate content, and create roadmap of success for company's launch on TikTok
- Maintain OUTFRONT's messaging and image across marketing collateral, social media platforms, website, and all B2B touchpoints
- Write creative copy for paid social advertising, social posts, website and digital content
- Write, curate, and design content for multiple weekly e-newsletters
- Manage and oversee Front Street, the company's video content series, from start to finish
- Develop and update regional and national media kits
- Analyze market research to build marketing collateral
- Collaborate with Social Media Director on social media strategy and social influencer campaigns
- Manage, strategize, and organize marketing content calendar for maximum efficiency; run bi-weekly Content Check-In meetings with corporate marketing team

CLEVER, RELEVANT, & INFLUENTIAL COPYWRITING Flex Marketing | Sep 2021 – Dec 2021

Researched trending pop culture, wrote clever copy, and created unique quizzes with the purpose of collecting email addresses to improve product marketing efforts and overall strategy.

LEGAL DIGITAL MARKETING SUPPORT & STRATEGY Wiggin and Dana LLP | Dec 2019 – Feb 2021

Managed firm's web, e-comm, and social media presence. Pitched and designed the concept of an e-newsletter for legal COVID-19 alerts; when implemented, the e-newsletter garnered higher click and open rates than any other email communication.

- Wrote client success stories and public releases for promotion on the website and beyond
- Crafted professionally-written email communications on behalf of the Chief Marketing Officer
- Managed and strategized the firm's social media presence by utilizing hashtags, creating a custom company hashtag, writing concise captions, and working with graphic designer to improve quality of images
- After first month of running firm's LinkedIn page, increased mobile and desktop visitors by 176%
- Managed the firm's website by posting firm news, publications, events, biographies, and utilizing SEO and keyword optimization; as a result, our website visitor rate and click rate increased substantially
- Designed and sent email communications using ESP systems, such as Constant Contact and ContactEase, and tested/analyzed subject lines and email analytics for best results
- Maintained the CRM (ContactEase) records and lists, and segmented contact lists for maximum conversion rates
- Increased firm's click-through, conversion, and open rates beyond best practice standards

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CERTIFICATES

DIGITAL MARKETING

Good2bSocial | Wiggin and Dana
2021

HOOTSUITE PLATFORM

Hootsuite | Auburn University
2015

EXPERIENCE (Continued)

TECH SALES & MARKETING SUPPORT

TTI, Inc. | April 2019 - Dec 2019

Provided sales, marketing, and customer service support for the inside and outside sales staff, office manager, and co-coordinator.

- Communicated on a daily basis with clients, colleagues, and outside vendors in professionally-crafted emails
- Greeted and checked clients in at events
- Managed registration lists for company events
- Maintained a high level of professionalism and a positive rapport with clients, sales staff, and executives

DENTAL SUPPLIES SALES & MARKETING SUPPORT

Patterson Dental | Dec 2016 – May 2017

Provided sales, marketing, and customer service support for office manager, inside and outside sales staff, customers, and prospects.

- Maintained a high level of professionalism among colleagues, clients, and prospects
- Traveled to Boston for national dental show as the face/representative of Patterson Dental's Connecticut presence
- Influenced thousands of dentists, dental professionals, and competing dental sales reps to consider Patterson Dental products
- Promoted and marketed Patterson Dental in a positive light while at the Boston dental show
- Assisted office manager with company events
- Maintained a calm composure in a fast-paced environment of multiple incoming calls per hour

INFLUENTIAL “FACE” OF TRI-STATE DENTAL SUPPLIES

Patterson Dental | Sep 2016 – Dec 2016

Represented the Connecticut Patterson Dental branch as the first point of contact for all incoming clients, prospects, and colleagues.

- Maintained a high level of professionalism among colleagues, clients, and prospects
- Maintained a calm composure in a fast-paced environment of multiple incoming calls per hour
- Crafted professionally-written email communications on behalf of the office manager

INFLUENTIAL “FACE” OF FINANCIAL OFFICES

Edward Jones | Jan 2012 – Sep 2016; Oct 2017 – June 2019

Provided marketing, administrative, and customer service support for financial advisors and senior branch office administrators.

- Maintained a high level of professionalism among clients, prospects, financial advisors, senior branch office administrators, outside vendors, and their colleagues
- Wrote professional email communications for direct distribution from the financial advisor to specific clients, prospects, or group lists including both
- Managed registration lists for events and assisted the senior branch office administrator in writing, designing, and distributing invitations
- Assisted financial advisors in creating Facebook business pages, and strategized marketing efforts to increase clientele