

Kelly Strodl

Director, Digital Marketing at LoopUp

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Summary

Wordsmith • Social Media Maximus • iPhoneographer • Creative Mind • Problem Solver

I hate labels, but I dig irony;

Social media may be my present game, but I have (and always will be) a storyteller at heart. And everything/one/place/brand has a story to be told — whether that story is told in a novel, iambic pentameter, or 140 characters.

With beginnings in traditional print journalism at the dawn of digital integrations, I've been privy to the not-so-gradual evolution of all media into the social realm.

At the forefront of a number of platform launches, I have seen many risen to a quick fame, some fallen to the ashes of the forgotten, and others slowly grown to become digital monoliths in a new era of media.

I've coordinated digital marketing campaigns and other strategic efforts for a wide spectrum of clientele: international tech corporations, boutique salons, film festivals, authors, artists, local businesses, and agencies. I've helped some in taking their first steps into the digital realm, where others I have helped hone more targeted campaigns to take their overall marketing goals to the next level — and with much success.

I'm a marketing machine with an extensive background in digital event coverage, journalism (web and print), marketing copy (in all forms), as well as digital marketing strategy and tactical deployment.

There is so much to be done with this new frontier of digital marketing as it has now become more than a broadcast — but rather a two-way street. We have a means (and responsibility) to communicate with audiences like never before. Let's get to it.

Specialties: Writing & Editing, Blogging (Tumblr, Blogspot, Posterous (RIP), Wordpress), Digital Marketing, Social Media Strategy, Digital Event Coverage, Social Media Content Production, Creative Production (print and digital), Social Media Content Coaching (Twitter, Facebook, LinkedIn, Instagram, Pinterest, YouTube, Vimeo, Tumblr), Reporting & Analytics, and Web Wireframe Development.

Experience

Director Digital Marketing at LoopUp

July 2016 - Present (5 months)

Development and execution of digital marketing and content strategy across online channels, including asset creation, social media programs, editorial, blogging, campaign planning and paid support.

LoopUp provides simple, pain-free business remote meetings, helping thousands of businesses host better conferencing, without problems such as not knowing who's joined, background noise, and difficulties sharing content.

Digital Marketing Director at LEWIS Pulse

November 2014 - July 2016 (1 year 9 months)

Management of digital marketing strategy and content for several large tech brands in the Bay Area. LEWIS Pulse has more than 30 offices worldwide and the San Francisco office is the hub of the digital marketing hub.

Development of social strategy for clients: tactical applications, content considerations, promotional campaigns and analytics to align with clients' overall marketing goals.

Overseeing the daily strategy and execution of social media marketing campaigns across major social channels for enterprise B2B companies, including the largest annual social media retainer the company has managed to date.

Support of new business pitches, and support of providing best practices and consultations for new client programs and other cross promotions.

Working in tandem with PR teams to coordinate on strategy and tactics for integrated accounts.

Development of strategy, execution and management of social advertising programs across Twitter, Facebook, LinkedIn and Outbrain to support demand generation and awareness goals.

Working closely with internal and external designers and developers to project manage the development infographics, and other creative, from initial concept to launch.

Building social media communities through various engagement activities, including on-site social media support at large tech conferences and events, Twitter chats, contests, influencer outreach, guest blogger programs, surveys, and more.

Creating reports and dashboards featuring qualitative and quantitative results of digital marketing campaigns and programs — utilizing Spredfast, Sprout Social, Sysomos, Traackr and other social media monitoring tools.

Management of a team of Digital Marketing Specialists, Senior Digital Marketing Specialists, and interns. Also involved in the recruitment and hiring of all new prospects for the LEWIS Pulse team.

Senior Digital Marketing Manager at LEWIS Pulse

June 2013 - October 2014 (1 year 5 months)

Management of digital marketing strategy and content for several large tech brands in the Bay Area.

Overseeing the daily strategy and execution of social media marketing campaigns across major social channels for enterprise B2B companies, including the largest annual social media retainer the company has managed to date.

Management of a team of Digital Marketing Specialists, Senior Digital Marketing Specialists, and interns. Also involved in the recruitment and hiring of all new prospects for the LEWIS Pulse team.

Social Media Examiner (Writer) at San Francisco Examiner

March 2011 - January 2014 (2 years 11 months)

If it's social media and it's happening in this city, which frankly it will be (both happening and in this city), I'm there. I'll be checking in and tweeting up all that is new and improving, stumbling and rising in the social media sphere.

Social Media Coordinator / Copywriter at The On3 Group

July 2011 - June 2013 (2 years)

Devising and Coordinating Social Media efforts for The On3 Group and its various clients.

From strategy to execution, I develop a plan, tailored to each client's brand needs. This includes determining an online brand identity, if one has not been established, and then deciding how to best interact with an online audience based on brand goals for awareness, interaction and sales.

The goal is to marry social marketing efforts with existing traditional marketing efforts for each brand to create a cohesive brand message and voice across all channels. I take a brand's goals and give them a voice through a multifaceted effort or aggressive-mild audience growth tactics aligned with quality content production and involved and attentive audience engagement.

Specialties

Brand Ideation • Strategy • Content Production • Copy writing • Social Media Marketing • Journalism & Event Coverage • Blogging • Facebook • Photosharing • Media Strategies & Implementation • Interactive

& New Media • Point of Sale • Promotions • Asset Management • Digital Photography Production & Disbursement

Social Media Coordinator & Blog Writer at Newport Beach Film Festival

February 2010 - June 2012 (2 years 5 months)

Strategic planning of campaigns, promotions and web marketing for all social media efforts around the Newport Beach Film Festival and other affiliated events.

Development of strategies for social media integration across all web platforms used by the festival, including Facebook and Twitter accounts, with creation secondary accounts for blogging, daily deals sales of event tickets, and geo-location targeting of events.

In-house coverage of all events, celebrity sightings, special offers, etc, through effectively planned and timed tweets, Facebook and blog posts on the festival's pages, as well as sponsored posts and cross-promotions with affiliates and partners.

Blog writing and interviews of filmmakers presenting at each year's festival.

Copy writing of marketing pieces both on and off social media platforms, including synopses for all 300-400 of the films presented at the festival, each year.

Accomplishments:

- Creation of the NBFF Filmmaker's Five blog - where independent filmmakers presenting at each year's festival get a chance to talk about their background, their film, and themselves. Readership grew to more than 10,000 within three months of the blog's release.
- Coordination of geo-tagging efforts through Gowalla to create custom locations and icons for events and venues of the film festival, 2010-present.
- Integration of several social media platforms into the festival website, blog, and Facebook, resulting in a significant increase in audience numbers and interaction with the brand.

Social Media Coordinator at Idle Hand Tattoo - Lower Haight

September 2011 - January 2012 (5 months)

I helped make social media smooth and connected for one of the top tattoo parlors in the city of SF. They make more than just ink under your skin. They make art.

Social Media Director / Writer at Orange County Films

April 2010 - January 2012 (1 year 10 months)

Script writing, online content, social media, live broadcast moderator – most notably for the Digital Happy Hour project in partnership with Louis Vuitton and Charlie Palmer at Bloomingdale's South Coast Plaza.

Social Media Coordinator - Freelance Services at Kellyfornia Media

2009 - 2012 (3 years)

Coordinate the development and maintenance of social media accounts for persons, brands and groups that wish to engage in the media in a purposed and planned effort.

Assess current practices and platforms (if any) for each client (Facebook, Twitter, Blogs, Pinterest, etc.) and develop a strategy for engaging in social media for business purposes.

Set up of every aspect from creative/graphic elements, photography and text to scheduling of posts, coverage of special events and set up of promotions and partnerships with other groups/personalities to grow communities.

Use of several accepted and proven tactics to engage and grown audience numbers and participation.

Setup and provision of simple and accessible reporting tools to help clients gain insight on their efforts, analyze the data and determine if shifts in approach are necessary.

Clients include local boutiques businesses, hair salons, tattoo parlors and celebrity artists, authors, chefs, web retailers, film festivals and filmmakers.

Acheivements:

- Successful launch and continual growth of social media campaigns for the following brands/groups/personalities: Idle Hand Tattoo Parlor and owner/artist, Holly Ellis; Author, Kenny Luck; Newport Beach Film Festival and several filmmakers presenting at the festival; Meleesa the Salon and owner/stylist Meleesa Miller.

Copywriter / Content Curator at Adility LLC

March 2011 - July 2011 (5 months)

Writing and editing of online coupons, published for various daily deal websites - Wow.com, DailyDealster, iCoupon, etc.

Copywriter - Social Media Manager at Meleesa the Salon

April 2007 - November 2010 (3 years 8 months)

Coordinator and manager of all posts, social marketing strategy, and events handled for the salon on the web. Copywriter and editor of all marketing and PR materials for the salon.

Social Media Consultant at RealtyTrac

March 2010 - July 2010 (5 months)

Consulting one of the leading foreclosure subscription firms in the country on engaging an online audience through social media, PR, and online marketing.

Social Media Consultant at Kenny Luck / Everyman Ministries

January 2010 - July 2010 (7 months)

Social Media consultation for one of the leading self-empowerment authors in the nation, through engaging content, PR, and online marketing.

Copywriter / Social Media Specialist at Saddleback Church

2008 - 2010 (2 years)

Increased sales at the company by 1,000 a month purely through social marketing. Web wire framing, seamlessly transitioning language from marketing pieces to product information found of the web.

Staff Writer at LA Times

2006 - 2008 (2 years)

Live coverage of a number of breaking news events in public safety, courts, entertainment, local government and business in the Newport-Mesa area.

Uncovered a number of ID theft stories, before all major publications and news syndicates.

Languages

French (some)

Spanish (some)

Publications

Examiner.com

Online

Authors: Kelly Strodl

Examiner.com is a content destination powered by over 100,000+ independent contributors. Every week our contributors post thousands of informative and entertaining articles designed to feed your curiosity on the subjects that you crave.

Courses

Masters Certificate, Advanced Social Media

University San Francisco - 2010

Advanced Social Media

Projects

Circulon - Circles Social Media and Digital Marketing Campaign

June 2011 to January 2013

Members: Kelly Strodl, Samantha Diaz, Tanja Cannon, Brian T. Nowac

A combination of Digital Marketing & Social Media efforts to increase brand awareness and engagement for Circulon Cookware. The project included strategizing the campaign from the ground up, building out

campaign assets (creative & copy), and developing and executing an accompanying social media campaign over the peak buying season before the holidays. I personally constructed the social media Circles of Sharing campaign which included setting up possible partnerships with charity groups such as Feeding America. The project increase social media audiences by more than 20,000 followers within the first two months of the campaign and has continued to increase the credibility of the brand. I also penned the tagline for the campaign "Ask for the Pan with the Circles".

Skills & Expertise

Writing

Social Media

Creative Strategy

Facebook

Wordpress

Blogger

Web Design

Marketing

Blogging

Digital Photography

Social Media Marketing

Copywriting

Digital Marketing

Social Networking

Online Advertising

Email Marketing

Press Releases

New Media

SEO

Advertising

Public Relations

Editing

Marketing Communications

Online Marketing

Broadcast

WordPress

Video Production

Film

Film Production

Publishing

Web Analytics

YouTube

Dogs

Marketing Strategy

Twitter

Social Media Measurement

Strategy
Journalism
Management

Honors and Awards

Panel Speaker - Social Media & Independent Film

Little Rock Film Festival

June 2010

Invited as a panel speaker on uses of social media for promoting independent films. Most indie films don't have the marketing budget to compete with the big names, and offering a cost-effective solution such as social media allows filmmakers a virtual word of mouth, and the hype can spread virally on those social channels.

Education

University San Francisco - 2010

Masters Certificate, Advanced Social Media, 2010 - 2010

Orange Coast College

Certificate, Journalism Studies, 2005 - 2006

Activities and Societies: Film festivals, photography, live tweeting, language courses.

Cal State Fullerton - 2003

Bachelor of Arts, English, 2001 - 2003

Trabuco Hills

1995 - 1998

Trabuco Hills

Activities and Societies: Choir, Peer Assistance Leadership, Drama, Office Volunteer, Peer Counseling

Interests

writing, painting, film, news, social media, reading, technology, linguistics, surfing, snowboarding, soccer, volleyball, long-distance running, singing, poetry, apologetics.

Certifications

Master's Certificate in Advanced Social Media

Volunteer Experience

Youth Counseling at Saddleback Valley Community Church

January 1998 - June 2009

Meeting with students to discuss personal issues, emotional concerns, education advice, etc.

Organizations

National Association of Professional Women

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5 people have recommended Kelly

"Kelly is a multitasking master, which is a must-have in social media. She's full of energy, passion, intelligence, and dedication. Kelly is also an amazing team player, often running out to pick up supplies or go the extra mile in order to help anyone that needs it. She is able to create amazing copy at the drop of a hat, create and execute successful social media plans that work with each brand's needs, lead strategy programs that increased brand followers by the tens of thousands, measure and analyze each social media platform to see what works best, and all this with as much enthusiasm and passion as you could ever want in someone you work with day in and day out. She is also an honest and fair manager. She is always willing to help, but also knows the importance of trusting you to do what you need to do to get the job done. She works incredibly hard and usually puts in more hours than are asked of her if it means getting the job done correctly and before deadline. Anybody would be incredibly lucky to have her on their team!"

— **Samantha Diaz**, reported to Kelly at The On3 Group

"Kelly manages our agency's social media presence. She excels at working with different departments to ensure proper messaging is being executed online that will help reach The On3 Group's objectives. Kelly is also responsible for supporting and protecting the agency brand by making sure that positive messaging is maintained in online communities and establish consistency of messages."

— **David P. Russotto**, worked with Kelly at The On3 Group

"Kelly Strodl gets social media. She's on top of every new development and always engaging the culture around her. Her experience in the field will prove very valuable to any potential client diving into the world of social media!"

— **Brandon Cox**, was with another company when working with Kelly at Saddleback Church

"Kelly is a can-do team player. She can be counted on to partner and support not only those on the same creative team, but she will maintain her commitment when the road takes a painful turn or gets bumpy along the way. Kelly has the tenacity to go after the story, concept, or details needed to get her projects done with clarity and accuracy."

— **Ty Lopin**, was Kelly's client

"Kelly brought a unique style and energy to the newsroom. Her enthusiasm for offbeat stories based on interesting characters, places and situations is infectious, and her work reflected this enthusiasm. She is also an eager student of writing and new media and is unafraid of challenges, which makes her a pleasure to work with."

— **Elizabeth Glazner**, managed Kelly at LA Times

[Contact Kelly on LinkedIn](#)