

# KELSEY SCHWEITZER

Marketing Manager with 13+ years of experience specializing in digital marketing, website design and SEO

KELSEYSCHWEITZER.COM

## contact

📍 Plano, TX

☎ (817) 944-1484

✉ kelschweitzer@gmail.com

## education

### THE UNIVERSITY OF TEXAS AT AUSTIN

BFA Design

Presidential Honors

### INSTITUTE FOR THE INTERNATIONAL EDUCATION OF STUDENTS

Milan, Italy

## expertise

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Premiere Pro
- Web Design
- Graphic Design
- Email Marketing
- SEO/SEMRush
- Google Analytics
- Google AdWords
- Meta Advertising
- Video Production
- Microsoft Office

## achievements

- ★ NWH Engagement Team Member (2023-24), Safety Team Co-Chair (2024), 5S Project Member (2024)
- ★ Elite 8 Award: Foxworth-Galbraith President's Challenge (2019)
- ★ Featured in "The Skeptical Lumberman: Guide to Social Media" (2018)
- ★ Chairman of the Board, Catastrophic Assistance Charity (2014-17)

## professional experience

### NWH | Frisco, TX

*Hardwood lumber manufacturer and supplier to North America, Europe and Asia*

#### MARKETING MANAGER | 2022 - Present

- Implemented SEO strategy and tripled website leads in 1 year
- Grew social media following organically by over 1,000 in 1 year
- Quadrupled email subscribers in 1.5 years
- Strategically communicate brand identity and story
- Manage agency partners including advertising, marketing and PR
- Drive growth and engagement on social media
- Organize company trade shows and events
- Collect and measure global customer satisfaction
- Oversee marketing budget and find ways to improve efficiencies
- Developed and maintain employee SWAG program

### Foxworth-Galbraith Lumber Company | Plano, TX

*Lumber and building materials supplier with 40+ B2B and B2C locations*

#### MARKETING MANAGER | 2016 - 2022

#### MARKETING COORDINATOR | 2013 - 2016

- Grew customer loyalty program sales from \$2 mil to \$6.5 mil in 5 years
- Continually increased online quote requests by 20-40% each year
- Grew customer business with marketing services (branding, websites, ads, etc)
- Managed PPC campaigns using Google AdWords, retargeting and social media
- Grew online sales through e-commerce strategy and development
- Improved SEO through website design and analysis
- Built and optimized email marketing campaigns
- Increased email subscribers from 8,000 to 45,000
- Lead team in executing creative promotions, sales and events
- Designed web and print graphics, logos and branding
- Filmed, edited and produced company videos
- Analyzed performance of marketing plans and promotions

### Hull Works | Fort Worth, TX

*Luxury architectural millwork, residential construction and historic restoration*

#### MARKETING DESIGNER | 2011 - 2013

- Developed marketing strategy and budget
- Designed and coded all company websites and email campaigns
- Video production, social media management and blog strategy
- Graphic design and pre-press for print advertising
- Organized company events in showrooms across the country