

# Robin Kelly

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## PROFESSIONAL PROFILE

- 25+ years of experience in digital marketing and web design, project management, branding strategy, content creation, customer relations, search engine optimization, user experience and managing team members.
- 15+ years experience in marketing and communications, social media management, media relations, digital graphic design, website analytics, project management, training and development, presentations and public speaking.
- 5+ years experience in social media management, email marketing, brand strategy and responsive design.
- Highly energetic and organized, detail oriented, excellent written and verbal skills.
- Recognized Wix web design professional, skilled at learning new technologies with a desire for working with businesses and organizations to develop updated digital web design, assets, SEO, SM and email strategy. Strong eye for detail while seeing the big picture.

## SKILLS

Web Design & Management

Wix Web Design Expert

Search Engine Optimization (SEO)

Social Media Management

Email Marketing & Management Content Management

UI/UX, HTML/CSS

Landing Pages

Research & Assessment

Project Management

Social Calendar Management

Collaboration & Consulting

Content Management Systems (CMS)

Ticketing Systems

Digital & Print Graphic Design

Training Material Development

Leadership Training

Power Point Presentations Problem

Solving & Critical Thinking

Best Practices & Online Learning

## CERTIFICATIONS

Google Analytics Certified

Google AdWords Certified

Google Digital Marketing Certified

Hubspot Content Marketing Certified

Bing Ads Certified Site Accessibility

Certification Photoshop Certificate

Texas Accessibility DIR

Time Management Skills Training Advanced

CMS Certifications

## EXPERIENCE

### The University of Texas at Tyler, Tyler, Texas

Webmaster | 2010 – 2018, Digital Project Manager | 2001 - 2010

18 years experience in marketing and communications, web design, SEO, social media marketing and management, email marketing, branding and strategy, project management, campaign development. Lead a team of 175+ department managers and web editors offering individual and group support and training while building internal relationships and specialized in creating training methods specific for each department.

- Spearheaded seven university site-wide redesigns including integration and migration into a system-wide CMS managing hundreds of directories and thousands of website pages and files.
- Facilitated customized complex marketing search engine optimization strategy resulting in first-page listing on Google for over 75 academic landing pages, ultimately contributing to an 8% increase in student enrollment over a five year period.
- Developed and implemented on-line, classroom and individual web training for university faculty, staff and student website editors and managers.
- Attained and maintained top SEO organic search for over 90% of university websites for a five year period.

### Robin Kelly Digital

Digital Marketing Director | 2006 - Present

Worked with hundreds of businesses, organizations and higher-ed institutions across the nation and have a passion for working with enthusiastic business owners and organizations to develop successful digital marketing, brand strategies website designs, social media and email marketing strategy..

- Collaborate with clients nation-wide to generate web design, branding strategy, digital marketing presence, social media management, SEO and email marketing.
- Over the years has learned social media by built a strong social media presence for personal brand including 10,000+ followers on Twitter, 100,000+ blog readers a month, 100,000+ followers on Pinterest, and 2000+ followers on Instagram.

### Ballistic ActionNet, Tyler, Texas

Head Web Designer | 1995 – 2000

Lead website designer for a fast-paced design firm spearheading projects for hundreds of businesses across the nation.

- Collaborated with clients to design websites to meet and exceed client needs.
- Created seamless UX and UI with creative but functional designs.
- Worked closely with back-end developers to manage projects and streamline launch and manage sites.
- Created web compliant meta-data and keyword strategy for SEO find-ability.