

SAY HI

klmaddock@gmail.com

[kellymaddock.com](http://kellymaddock.com)

330.697.9509

based in Chicago, IL

open to remote / relocation

## SKILLS

Google Apps  
Adobe CC  
Organic social  
Dropbox  
Figma  
Sketch  
Invision  
Final Cut Pro  
Microsoft Office  
Keynote  
Workfront  
Asana  
Basecamp  
Salesforce  
Tableau  
Sprout  
Contently  
Contentful  
WGSN  
Widen

## EDUCATION

Chicago Portfolio School  
Expected Sept 2021  
UX, Web + Graphic Design

Ohio University  
Journalism + English

## CONFERENCES

Cella Creative Manager  
Bootcamp  
IHAF Awards Conference  
Nordstrom Live  
Brand New Conference

# Kelly MacDowell

Content strategist, creative director, and budding designer with more than a decade of experience crafting compelling 360-degree campaigns, building brands, strategy, and teams for recognized digital companies.

## Freelance | Remote

2020–present

I'm currently working with three brands—Hint Water (San Francisco), Codeverse (Chicago), and Pepper Home (NYC)—to support both digital and print channels. Projects have ranged from copywriting to creative direction to content design, as well as content, SEO, and UX strategy.

## Nordstrom Trunk Club | Chicago, IL

2016–2020

### Associate Creative Director

I provided strategic and creative direction for the in-house agency, overseeing end-to-end creation of up to 10 marketing and editorial campaigns at a time. I led working teams (copy, production, design, styling) on all assigned projects, and people-managed full-time and freelance content strategists. Additionally, I served as the company's subject-matter expert on content development and photo styling, owning the voice and styling guidelines, launching an editorial blog, and helping establish a dedicated SEO team and strategy that drove organic traffic by more than 500%.

I earned three promotions in my time there. My previous roles were **Senior Content Manager**, **Managing Editor**, and **Senior Editor**.

## Groupon | Chicago, IL

2011–2016

### Senior Editor

I managed a 15-person editorial team, maintaining calendars, editing content, leading writers' rooms, and providing art direction for related visual assets (design, illustration, photo, and video). I also wrote style guides for marketing and editorial content, including custom treatments for "White Glove" brands such as national retailers, 4-star hotels, and Michelin–star winners.

I earned two promotions in my time there. My previous roles were **Senior Writer** and **Copywriter**.

**"Kelly was an immense asset to me in building an in-house agency from the ground up, helping to establish and enforce process, manage people, and execute multi-channel initiatives. It would be my pleasure to work with her again."**

For more references and info about my experience, please explore [my LinkedIn profile](#).