

Kelly MacDowell

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OVERVIEW

Content strategist and creative leader with nearly 15 years of experience crafting compelling digital-first campaigns for recognized consumer brands. Empathetic manager and collaborator who is passionate about defining creative POV and optimizing processes, galvanizing internal and external partners to streamline workflows and align with brand vision.

WORK EXPERIENCE

FREELANCE

Creative Director and Content Strategist
2020–present

- **Hint Water** (SF): Introduced A/B testing for D2C channels, leading to a 12% lift in email open rates and increased engagement on SMS and organic social channels
- **Pepper Home** (NYC): Auditing channels including email and paid media in order to identify redundant messaging and refresh outdated creative
- **Codeverse** (Chicago): Developed and implemented paid-media creative campaigns; an SEO strategy for web and blog content; and a direct-response content loop across web, email, and social
- **Handy Living** (Chicago): Supporting the launch of a new D2C furniture brand by establishing brand voice guidelines as well as visual identity for owned channels

Work experience continued on next page

TECH SKILLS

Adobe CC · Figma · Sketch
Google Apps · Microsoft Office
Dropbox · Widen · Asana
Basecamp · Workfront · Keynote
Salesforce · Tableau · Sprout
WordPress · Squarespace
Contently · Contentful
Google Keyword Planner
Mailchimp · Mural · Invision
Capture One · Final Cut Pro
WGSN · Slack · Teams

EDUCATION

CHICAGO PORTFOLIO SCHOOL

UX, Web, and Graphic Design
Expected December 2021

OHIO UNIVERSITY

Bachelor's in Journalism
Minor in English
Founders Award Recipient

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WORK EXPERIENCE

NORDSTROM TRUNK CLUB

Associate Creative Director
2016–2020

- Managed the end-to-end creation (design, content, photo, video) of up to 15 marketing and editorial campaigns at a time while also people-managing the Content team
- Subject matter expert on channel content strategy, collaborating with channel owners on development and oversight of calendars and execution of dedicated campaigns
- Developed first set of brand voice guidelines to be used across the enterprise; collaborated on design + photo guides
- Collaborated with Director of CRM on establishing SEO team and strategy that drove organic traffic by more than 500%
- Point of contact for Merchandising team, aligning editorial calendars with inventory to better support enterprise KPIs
- Ideated and managed Featured Trunks, a product offering that eventually drove more than 50% of marketing comms
- Rebuilt all functions of the creative team after a 2017 re-org

GROUPON

Senior Editor
2011–2016

- Managed 15-person editorial team, maintaining calendars, editing content, and leading writers' rooms
- Conducted SEO edits of all content, ensuring copy was supported by relevant keyword strategy
- Responsible for art direction and production of all related visual assets (design, illustration, photo, and / or video)
- Established specialty desks for deal writers and editors, ultimately reducing creative turnaround time by 33%
- Developed custom treatments for white-glove brands such as national retailers, 4-star hotels, and Michelin-star winners

CONFERENCES

Cella Creative Manager
Bootcamp (2019)

Nordstrom Live (2018)

IHAF Awards +
Conference (2018)

Brand New Conference (2017)

REFERENCES

"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."

"Time and time again, Kelly proved herself to be **the most effective creative leader** I've worked with."

View more references and work experience on my [LinkedIn profile](#)