

# KELLIE MCGINNIS

## GET IN TOUCH

**Mobile:** 262-844-8791

**Email:** [kellie.mcginnis5@gmail.com](mailto:kellie.mcginnis5@gmail.com)

**Website / Portfolio:** [www.kelliemcginnis.com](http://www.kelliemcginnis.com)

**LinkedIn:** [linkedin.com/in/kellie-mcginnis/](https://www.linkedin.com/in/kellie-mcginnis/)

**Location:** Milwaukee, WI

## PERSONAL PROFILE

Kellie is a marketing and communications professional with years of experience in digital marketing, social media marketing and digital community management. She is hardworking, independent, a quick learner, and an expert in her field.

## SKILLS

Social Media Marketing, Email Marketing, Copywriting, Content Creation, Photography, Sprout Social, Facebook Ads, Content Management Systems, Adobe Lightroom, Adobe Photoshop

## ACHIEVEMENTS

- Panelist at Social X "Xpress Ya Self" Homecoming Week discussion on Digital Media (August 2018)
- Speaker at "Sharing an Experience on Social Media" for August 2018 HashtagMKE networking event (August 2018)
- Speaker at American Marketing Association - Whitewater on Experiential Marketing (October 2017)

## ACADEMIC BACKGROUND

University of Wisconsin - Madison  
BA in Communication: Radio, TV, Film - 2012

## WORK HISTORY

### City of West Allis - Government

#### Communication Strategist, Feb 2023 - present

- Lead copywriter for digital and print platforms including social media (paid and organic), media advertisements, press releases, email, newsletter magazines, proclamations, and flyers to promote City updates, information, and events to residents and visitors
- Manager and content creator for over 10 City branded social media communities including planning, execution, creation, posting, and analysis
- Administrator for website and mobile content using content management systems

### CHARM Music Magazine

#### Writer & Photographer, Feb 2023 - Present

- Writes reviews for local concerts on deadline
- Photographs local concerts and edits content for use on social media platforms and CHARM website on deadline

### Summerfest - Music Festival

#### Digital Community Manager, Dec 2019 to Sept 2022

#### Digital Content Coordinator, Jan 2017 to Dec 2019

- Managed the planning, execution, creation, posting, and analysis of data for over 20 digital and social media communities on various platforms for multiple brands which resulted in 18% growth on Facebook, 60% growth on Twitter, and 730% growth on Instagram. Additional platforms managed include LinkedIn, Snapchat, TikTok, Reddit, YouTube, Pinterest, Giphy, Bandsintown, and Spotify
- Worked with sales to determine effective digital campaigns for sponsors
- Assisted in the management of five brand websites and email databases using content management systems.
- Supervised team of photographers, videographers, influencers, and shot-list

### Entercom Madison

#### Digital Director, Oct 2014 to Sept 2016

#### Digital Assistant, Mar 2013 to Oct 2014

- Managed digital brands, marketing and communities of three radio stations including print, web, social media, e-mail, and mobile campaigns
- Updated three websites daily using content management systems
- Delivered analytics to sales team and clients and provided suggestions for improvement when necessary
- Produced, filmed, and edited video and photo for clients and visiting musicians

### YMCA of Dane County

#### Digital Marketing Coordinator, Sept 2013 - Oct 2014

- Developed and executed digital marketing strategy for web, social media and e-mail using content management systems
- Shot, produced and edited video and photo for website enhancement and social media