

KELLEY PETERSON

Brand Enthusiast | Creative Thinker | Podcast Host | Speaker | Change Maker

EXPERIENCE

Chief Creative Officer

KidGlov (2011-Present)

Vice President Marketing

Nebraska Children & Families Foundation
(2008-2011)

Account Manager

Swanson Russell (2007-2008)

Communications Director

CEDARS Home for Children (2000-2007)

LEADERSHIP

Board President

HopeSpoke (2020-2022)

President

National American Marketing Association
Professional Chapters Council (2008-2009)

President

Lincoln American Marketing Association
(2000-2001)

ENGAGEMENT

Professional in Residence

CoJMC The Experience Lab/Buoy (2021-2022)

Podcast Host

KidGlov Agency for Change Podcast
(2020-Present)

Speaker | Facilitator

On Brand (2022)
CASA Conference (2021)
Ignite Lincoln (2021)
Nonprofit Assoc. of the Midlands (2018-2020)
Colorado Nonprofit Association (2018-2019)
Cause Camp (2014-2019)

SUCCESSFUL REBRANDS

BraveBe

Where Truth Speaks
Formerly Child Advocacy Center

HopeSpoke

Inspiring Children & Families to Move Forward
Formerly Child Guidance Center

PromiseShip

Helping Families Be Families
Formerly Nebraska Children & Families
Collaborative

Sixpence Early Learning Fund

A Pocket Full for Life
Formerly Nebraska Early Childhood Education
Endowment Fund

ACHIEVEMENTS

Hall of Fame

Lincoln American Marketing Association
(2016)

Marketer of the Year

Lincoln American Marketing Association
(2008)

EDUCATION

Professional Certified Marketer

American Marketing Association (2012)

Bachelor of Journalism

University of Nebraska-Lincoln
Journalism & Mass Communications (1994)

INTERESTS

Child Welfare | Art | Dance | Walking | Pugs