

# KELLEY PORTER

## CONTACT

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linkedin.com/in/designxpert in

## EDUCATION

### Master of Business Administration

Concentration: Leading Teams  
through Change Concordia  
University, 2021  
Seward, NE

### Bachelor of Arts in Liberal Arts

Doane University—Lincoln, 2007  
Lincoln, NE

### Associate of Science Degree in Graphic Design

Southeast Community College—  
Milford, 2000  
Milford, NE

Completed 2 years in

### Mechanical Engineering &

1 year in Advertising

University of Nebraska—Lincoln,  
1996-1999  
Lincoln, NE

## PROFILE

Adaptable, technologically savvy, problem-solver and always up for new challenges. Ability to facilitate discussion and build consensus. Well-versed in project management, relationship building, negotiating, leading teams, crucial conversation coaching, public speaking, communications, resource management and strategic planning.

## EXPERIENCE

### Manager, Customer & Corporate Communications

Lincoln Electric System, Lincoln, NE, December 2011 – Current

- Develop and execute overall communications, marketing and branding strategies.
- Manage company overall creative direction on digital campaigns, publications, social media, website, media relations, and all other owned, earned and purchased media placements.
- Manage and coach professional employees regarding prioritizing work and producing high-quality communications and marketing materials.
- Implement management and improvement systems, organization development, employee relations and communications, and policy development and documentation.
- Serve as LES' primary spokesperson and oversee significant outreach and community engagement activities.
- Provide leadership and support through a company-wide CX/UX initiative, including journey-mapping, research, testing and reporting.
- Created a system for understanding and addressing gaps in the customer journey.

### Director of Communications

Nebraska Hospital Association, Lincoln, NE, June 2008 – November 2011

- Served as the organization's chief communications and marketing strategist by leading the development of the organization's overall communications priorities and strategies.
- Mentored a team of design, communications and marketing professionals to achieve excellence and creativity in all activities.
- Directed efforts to increase brand awareness through campaigns, promotions and events that yielded high ROI results. Increased sponsorship revenue by 14%, advertising sales by 27% and program revenue by 15% over three years.
- Directed the efforts to effectively position the organization, its subsidiaries and affiliates with the national media and key opinion leaders, and shape and enhance the organization's reputation.
- Prepared an annual department plan and operating budget.

## TECHNICAL SKILLS

Adobe Creative Suite - InDesign, Photoshop, Lightroom, Illustrator

WordPress, Drupal, Springboard

Microsoft Office

Asana, SharePoint, SAP

UX/CX journey-mapping

User Acceptance Testing (UAT)

Copywriting, content creation

Constant Contact, Mailchimp

Social media marketing & advertising, Canva

Qualtrics, SurveyMonkey

Certified Values Coach Trainer

Zoom, Teams, Skype, WebEx

## AFFILIATIONS

American Advertising Federation

Lincoln Chamber of Commerce

Junior Achievement

Leadership Lincoln Fellows XXXI

Nebraska Power Association

Lincoln STEM Ecosystem (Steering Committee Member + Chair, Career Connections Committee)

[References available upon request.](#)

## Marketing & Development Manager

Nebraska Restaurant Association, Lincoln, NE, May 2004 – May 2008

- Planned and executed marketing and communications initiatives and strategies, including publications, newsletters, videos, websites and branding.
- Designed, developed and disseminated branded materials enveloping a consistent message.
- Managed staff of marketing and membership assistants and interns.
- Directed advertising strategy and sales. Increased advertising sales by 52% over four years.
- Coordinated special events with the Board of Directors, including two major fundraisers with 3% annual growth.
- Managed and developed marketing department budget.
- Developed and implemented strategies for member retention and recruitment.
- Created and maintained relationships with a variety of state and national organizations.

## Membership & Government Relations Coordinator

Lincoln Chamber of Commerce, Lincoln, NE, June 2003 – May 2004

- Served as liaison between the organization and governmental and legislative entities.
- Coordinated, marketed and executed activities related to local, state and federal government and the business community.
- Developed relationships with key business leaders in the community.
- Represented the Chamber in meetings and city council hearings.
- Developed and implemented the Shop Lincoln gift certificate program.

## Marketing Coordinator

United States Dressage Federation, Lexington, KY, and Lincoln, NE, July 2001 – June 2003

- Planned, managed and tracked marketing projects and campaigns for eight departments throughout the organization. Conceptualized and executed effective marketing plans.
- Coordinated all print and advertising projects, handling all graphic design, editing, production and placement.
- Assisted in the hiring and training of marketing department staff.
- Coordinated and managed meetings within the marketing department.