

KELLEY N. REED

INTEGRATED MARKETING & BRAND STRATEGY EXECUTIVE

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EXECUTIVE PROFILE

Strategic marketing executive with 20 years of experience driving brand growth, integrated marketing and communications across healthcare, technology, consumer wellness and social services. Proven record translating complex business objectives into high-impact strategies that strengthen market positioning, accelerate audience engagement, support revenue and service-line growth, and build brand reputation. Combines executive-level strategic leadership with hands-on expertise across digital marketing, public relations, content, demand generation and creative execution, leading cross-functional teams and partners from strategy through measurable results.

PROFESSIONAL EXPERIENCE

Director of Brand Marketing | Transitions Healthcare, LLC - Westminster, MD | Oct 2022 - Nov 2026

BRAND STRATEGY, COMMUNICATIONS & REPUTATION

- Direct brand, marketing, communications and public relations strategy for a multi-location healthcare organization providing skilled nursing, rehabilitation, assisted living, personal care, independent living and specialty clinical services across Pennsylvania and Maryland.
- Serve as organizational brand steward, developing and maintaining brand positioning, messaging, visual standards and communications across facilities, service lines and corporate initiatives.
- Direct external communications and public relations, including press releases, media relations, executive communications, success stories, award submissions, community outreach and proactive and reactive reputation management.
- Lead digital strategy across organizational websites, social media, email and online reputation channels, overseeing content development and maintaining consistent brand representation across multiple locations and audiences.
- Develop marketing strategies supporting organizational certifications, awards and quality initiatives, including American Heart Association Heart Failure Certification and AHCA/NCAL National Quality Awards.
- Lead marketing communications surrounding organizational growth, service-line expansion, operational transitions and changes within the company's facility portfolio.
- Oversee storytelling and content development highlighting patient outcomes, rehabilitation successes, employee achievements and resident experiences to strengthen brand reputation and demonstrate quality of care.
- Provide strategic marketing counsel to executive and facility leadership while independently managing a broad portfolio of corporate and facility-level initiatives from concept through execution.

INTEGRATED MARKETING, GROWTH & OPERATIONS

- Lead integrated marketing campaigns supporting census growth, referral development, recruitment, reputation management and expansion of specialized clinical services, including on-site hemodialysis, respiratory care, cardiac/heart failure programs and rehabilitation.
- Develop strategic campaigns and sales enablement materials for hospital, physician, specialist and community referral audiences, translating complex clinical capabilities and patient outcomes into compelling, accessible messaging.
- Partner directly with executive leadership, administrators, clinical leadership, operations, human resources and business development teams to align marketing priorities with organizational and facility-level objectives.
- Manage external agencies, printers, technology partners and specialty healthcare vendors, overseeing creative development, production, budgets, timelines and brand compliance.
- Create patient and resident education initiatives in collaboration with clinical teams and external partners, translating clinical guidance into consumer-friendly educational materials and campaigns.

Senior Campaign Marketing Manager, Demand Generation | Dun & Bradstreet - Jacksonville, FL | Jun 2022 - Oct 2022

MARTECH ALIGNMENT & FUNCTIONAL EXPERTISE

- Lead marketing strategy for Sales & Marketing Solutions working closely with sales and go-to-market lead for Sales & Marketing Solutions line of business.
- Accountability for overall Demand Generation marketing strategy and tactics to achieve defined objectives and growth numbers for that line of business in terms of leads, deals, revenue and other key metrics.
- Plan, develop, secure approval and execute relevant integrated campaigns across business units, including but not limited to a mixture of direct marketing, nurtures, webinars, digital inbound & outbound, events, trade shows, public relations, content, telemarketing, and social elements – deploying test and learn approach for maximum effectiveness.
- In conjunction with the go-to-market team execute product launches and other related initiatives using the above mentioned approaches and also contributing to sales enablement, etc.

- Work with the Analytics team to manage customer databases and reporting, as well as contribute to scorecard/dashboard and associated metrics to track and report progress and ROI.
- Measure, analyze, and report on territory pipeline building activities to understand contribution to pipeline health, and to evaluate marketing effectiveness/return on investment.
- Stay on top of emerging industry and marketing trends, adopting best practices and striving for continuous improvement.
- Lead the evolution of our marketing capabilities by identifying opportunities to scale through technological innovation
- Identify growth opportunities in the marketing funnel
- Articulate actionable recommendations that drive business impact
- Proactively identify roadblocks and suggest alternative solutions, making convincing arguments to inform business decisions
- Drive activation and retention marketing to be a key and low cost channel for acquisition and retention
- Frequent and clear communication to our partners in other business units as well as C-suite

AGENCY & VENDOR MANAGEMENT

- Preparing briefing materials for external creative, content, direct mail fulfillment and email vendor/ agency support; upon delivery of recommendations from external agencies, vetting the plans and socializing internally for review/approval
- Ensure our external partners are receiving the information they need from us to best plan and execute on our behalf. Similarly, ensuring our external partners are providing consistent, frequent communication on performance and execution
- Set direction, drive performance, and manage daily operations and relationships with agency partners/vendors. Effectively partner with them for efficient in/out-house execution, campaign auditing, data QA, and tracking

CAMPAIGN, PROGRAM AND TACTIC OPTIMIZATION

- Develop engaging customer journeys targeted at small business customers
- Develop segmentation strategies and messaging plans through customer insight analysis, A/B testing of emails, direct mailers and landing page optimization
- Defining clear and measurable goals for all retention and engagement campaigns, programs and tactics prior to launch
- Collaborate effectively with teammates in marketing, creative, operations, engineering, product and partnerships to raise the bar in executing all our digital and direct marketing
- Provide proactive and frequent recommendations on optimization of our resources based on recent results and priorities moving forward
- Understand and be able to implement tracking requirements (GCLID, UTM, pixel placement, feeds, APIs, etc.)
- Report on marketing performance and KPIs (CPA, ROAS, CVR, CLV, etc.) with Marketing Teams and other stakeholders on a frequent, consistent basis
- Participating in BU Quarterly Business Reviews as necessary
- Ensure understanding of the scope of Martech capabilities made available and execution of campaigns with these tools

Director of Marketing | Rivers Agile - Pittsburgh, PA | Feb 2018 - 2022

MARKETING AND COMMUNICATIONS

- Create and manage campaign calendars and deliverables; execute strategic tactical marketing plans that attract business owners, entrepreneurs and venture capitalists, spur engagement, and support revenue and business goals.
- Research and develop educational materials including print, e-mail, direct mail, social media, blog articles, press kits, and digital/electronic messaging for custom software development and quality assurance consulting services
- Planning, direction and implementation of strategic business-to-business engagement and marketing campaigns through multiple communication channels and vehicles
- Develop and deliver effective communication in regards to software engineering, specifically within healthcare, energy/oil and gas, legal, predictive analytics, and education verticals.
- Ensure integrity of organizational brand standards and editorial content adhering to vision, mission and strategic goals

PLANNING AND MANAGEMENT

- Manage of website applications and content, business development proposals, creation of calendars, strategy documents, and organizational resources including lead management and human resources platforms.
- Manage development of client/vendor marketing initiative including coordination of strategies, communications, and assets.
- Maintain analytics on all web presences including internal website (Google Analytics), e-mail/CRM and social media KPIs; direct analysis of insights and learnings to establish best practices for the organization.
- Maintain and build media and press relationships including public relations, earned media, social media and awards and nominations.

PROCESS AND ADMINISTRATIVE

- Present and demonstrate professional marketing and communication tactics, techniques and best practices to both direct staff and outside entities and affiliates
- Provide consultative assistance to enhance client relations and customer service through white papers, case studies and service testimonials
- Analyze and assess marketing and communications process and systems integration to improve operational efficiency, while reducing expense.

Marketing Planning Manager, Vitamins & Wellness Division | GNC - Pittsburgh, PA | Oct 2016 - Feb 2018

MARKETING AND COMMUNICATIONS

- Partner with Science, Product Development and Merchandising to develop business briefs for all campaigns, including proprietary GNC product and third-party vendor launches.
- Manage coordination of information, prioritization and detailed messaging in partnership with Merchandising, Science and Legal teams.
- Work with Marketing Channel Partners on promotions, innovations, customer loyalty programs, events and digital media and advertising.
- Kick off business briefs with creative teams or agencies; manage campaigns through approval processes from creative conception to execution.

PLANNING AND MANAGEMENT

- Manage creation of calendars, channel overviews, plan documents, organizational tools and weekly meeting agendas.
- Manage development of product vendor marketing plans including coordination of strategies, communication schedules, assets and funding.
- Manage data and KPIs for post-mortem reports; lead collaboration on analysis of insights and learnings and identify best practices for the organization.
- Work with Operations to coordinate sampling programs and store training as well as planning for tests and other field initiatives.

PROCESS AND ADMINISTRATIVE

- Develop timelines in partnership with Marketing Operations; review projects as part of the approval process, ensure creative brief alignment and elevate concerns, as needed.
- Work closely with Marketing Channel Partners to ensure campaign work orders are comprehensive and follow designated strategy and objectives.
- Assist in improving the Marketing Planning process by identifying opportunities for cost-savings and efficiency.

Campaign Marketing Manager, Online Tools & Care Optimization | UPMC Health Plan - Pittsburgh, PA | Mar 2015 - Oct 2016

MARKETING AND COMMUNICATIONS

- Create and manage campaign calendars and deliverables; execute strategic tactical marketing plans that engage, education and retain members, drive demand, and support revenue and business goals.
- Coordinate campaign deadlines and resource requirements of writing, creative services, and communications governance.
- Ensure proper brand and naming architecture to adhere to brand guidelines - allow for business growth while maintaining compliance standards.
- Unify market strategy recommendations and implementation plans into a cohesive creative brief for internal marketing and/or external creative resources.

MANAGEMENT

- Identify and detail appropriate marketing channels and tactics; ensure all communications are done on time, on budget and build engagement while supporting membership campaigns, individual prospecting, and medical expense ratio (MER) initiatives.
- Collaborate with third-party affiliates on development and delivery of marketing collateral and digital communications; ensure coordination and clear communication among constituents throughout the course of the campaign.
- Manage secure portal development and improvements and oversee digital tactics that increase member engagement levels and traffic through social platforms.

RESEARCH AND ADMINISTRATIVE

- Continually monitor and analyze campaigns through a global marketing database and customer relationship management (CRM) system to maximize return on investment.
- Research and develop market share segmentation to allow for more targeted and effective communications; provide feedback and data analytics to support and enhance market strategy and direction.
- Sustain both short-term and long-term profitability through strong financial, operational, and marketplace performance as well as both core business and diversified revenue growth.

Brand & Media Coordinator | Pressley Ridge - Pittsburgh, PA | Jul 2010 - Mar 2015

MARKETING AND COMMUNICATIONS

- Development and creation of educational materials including print, direct mail, press kits, digital/electronic messaging for programs and services for disadvantaged and at-risk children and youth
- Planning, direction and implementation of strategic consumer engagement and marketing campaigns through multiple communication channels and vehicles
- Develop and deliver effective communication of social services, mental and physical health, foster care and adoption content for state, regional, national and international audiences

- Ensure integrity of organizational brand standards and message consistency adhering to vision, mission and strategic goals

MANAGEMENT

- Supervise and oversee communication projects and campaigns with direct development staff as well as external vendors focused on the coordination of geographically targeted advertising initiatives and wholesale media buys
- Maintain and build media and press relationships including public relations, earned media, social media, and proactive/reactive crisis communications management
- Management of website applications and content, customer relationship database and e-commerce systems
- Directs and manages marketing and communications team(s), guidance and development of team members, monitor marketing goals/milestones and objectives through key performance indicators (KPIs)
- Recruit, interview, and evaluate marketing and communications interns and personnel for hiring

RESEARCH AND ADMINISTRATIVE

- Maintain, analyze and communicate statistical client research data through segmentation and profiling, i.e. race, gender, income, age, location and electronic health record (EHR) to C-level executives, regional program directors, and state-based clinical supervisors
- Managed and protected proprietary organizational consumer health record data in compliance with Health Insurance Portability and Accountability Act (HIPAA) policies and regulations
- Present and demonstrate professional marketing and communication tactics, techniques and best practices to both direct staff and outside entities and affiliates
- Provide consultative assistance to enhance client relations and customer service through improved cultivation practices and retention methods
- Analyze and assess marketing and communications process to through quantitative and qualitative methods to maximize efficiency while reducing organizational operating expenses

EARLIER EXPERIENCE

E-Commerce Coordinator - South Hills Honda, Canonsburg, PA | Oct 2006 - Oct 2011

MARKETING AND COMMUNICATIONS

- Development and creation of advertising and promotional material including print and digital/electronic messaging for Honda Corporation products and services, maximizing impact while adhering to prescribed branding standards
- Planning, direction and implementation of multi-channel print and digital campaigns through various internet/media outlets including paid and organic search engine optimization, e-mail marketing and social media engagement campaigns
- Ensure communications projects for nationally-franchised products and services are in adherence with state and federal regulations and guidelines
- Established key performance indicators (KPIs) to ensure successful and timely delivery of product and service content, meeting corporate goals and objectives

MANAGEMENT

- Administration and management of multiple customer relationship management systems, website applications and content, e-commerce system, and workflows
- Effectively balanced workload and deadlines, managed team member scheduling and work plans, problem solved in an evolving and fast-paced environment
- Provide technical guidance and both hardware and software support to internal staff and external affiliates

Senior Graphic Designer & Marketing Coordinator - Higher Images, Inc., Greentree, PA | May 2006 - Jul 2010

MARKETING AND COMMUNICATIONS

- Developed high-impact marketing strategies, leverage vision, branding to increase customer engagement while sustaining short-term and long-term campaign focus to meet client goals and objectives
- Managed regional and national marketing projects including website design, e-commerce specialization (including search engine optimization) and written communication for diverse consumer groups in small/mid-level businesses to Fortune 500 corporations
- Coordinate design and production processes for print materials and multimedia design including copywriting, white pages, website, blogs, podcasts, e-mail and audio/visual communications

ADMINISTRATIVE

- Serve as marketing and technical support to a wide range of clientele, provide advice on action plans, deadlines, budgeting and initiatives, prepare project timelines and reports
- Consult with districts managers to develop content and messaging for reporting, presentations and publications to stakeholder and external audiences; provide extensive design guidance and technical support to clientele
- Performed cross-browser usability testing and research to recommend evidence-based solutions and tactics to improve return on investment and engagement

- Supervision of marketing internship personnel; monitoring and organization of project activities and assignments.

EDUCATION & CREDENTIALS

Executive Master of Business Administration | Quantic School of Business and Technology - Washington, DC | Nov 2019 (GPA 3.3)

Bachelor of Science, Graphic/Multimedia Design & Marketing | Empire State College - Saratoga Springs, NY | Aug 2011 (GPA 3.78)

Associate of Specialized Technology, Graphic Design | Pittsburgh Technical College - Oakdale, PA | Oct 2003 (GPA 3.98)

ICAgile Certified Professional - Agility in Marketing (ICP-MKG) | Issued Jul 2022

TECHNOLOGY & DIGITAL PLATFORMS

- Analytics, SEO & Insights: Google Analytics (GA4), Google Search Console, Google Tag Manager, Google Trends, Google Keyword Planner, SEMrush, Similarweb, Nielsen, Gartner, Forrester
- CRM, Automation & Sales Enablement: Salesforce & Salesforce Marketing Cloud, HubSpot, Marketo, Mailchimp, Constant Contact, D&B Hoovers, LinkedIn Sales Navigator, ZoomInfo, Apollo
- Paid, Social & Reputation: Google Ads, Meta Ads Manager & Business Suite, LinkedIn Campaign Manager, YouTube Advertising, Google Business Profile, Hootsuite, BrandGhost, Press Ganey
- Web & Digital Experience: WordPress, HTML/CSS, AIOSEO, Yoast SEO
- Creative & Content: Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Acrobat Pro), Microsoft PowerPoint, Clipchamp
- Research, Communications & PR: Cision, PR Newswire, SurveyMonkey, Google Forms, Eventbrite, media monitoring platforms
- Enterprise, Project & Healthcare: Microsoft 365, Teams, SharePoint, Outlook, Asana, Slack, Workfront, Workamajig, PointClickCare, SmartLinx, Cliniconnex, EHR/EMR & eMAR systems, healthcare CRM/referral platforms, LMS and applicant tracking systems
- AI & Automation: ChatGPT, Microsoft Copilot, Generative AI, Prompt Engineering, AI-Assisted Research & Competitive Intelligence, AI Image Generation/Editing, Document & Workflow Automation, Microsoft Word VBA/Macros

PROFESSIONAL AFFILIATIONS

Pittsburgh Technical College - Graphic Design Advisory Board Member | American Communication Association | Internet Marketing Association