

KELSEY DELEON

RECRUITMENT & TECH MARKETING

CONTACT

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PROFILE SUMMARY

Dynamic marketing professional with a rich background in digital marketing, project + event management, and recruiting. With a proven track record of developing and executing successful go-to-market strategies, I have significantly contributed to talent acquisition and lead generation in tech. I'm adept at content creation, event planning, and using social media to enhance brand visibility and engagement. I am a military spouse enjoying the island of Oahu.

EDUCATION

- May 2018
UNIVERSITY OF WISCONSIN-
MILWAUKEE
 - BBA Marketing
- Fall 2014
EUROCENTRES BERLIN, GERMANY
 - Intensive 14-week language program

SKILLS

- Digital Marketing
- Project Management
- Sourcing & Recruiting
- Lead Generation
- Content Creation
- Event Planning

CREATIVITY

- Digital Illustrator & Creator
 - KelCreate Etsy Shop
 - Hand drew 45+ digital illustrations
 - Sold 130+ orders
- TikTok Creator & Amazon Influencer
 - @kelseyrosedeleon
 - 5,375 followers, 5 million+ views, 11k shares, 88k likes
 - Generated over \$175,000 Amazon sales

WORK EXPERIENCE

Intuit 2018-PRESENT
Senior Marketing Manager

- Developed and launched the first go-to market strategy for the data, product management, and finance talent communities
- Responsible for 58% of product management hires, 35% of data hires, and 32% finance hires
- Built, executed, and optimized a content marketing strategy across 30+ LinkedIn campaigns, 50+ email campaigns, events, and blogs
- Planned over 20+ webinars, virtual chats, and in-person events
- Developed a highly targeted marketing strategy generating 75,000+ leads

College Works Painting 2017-2018
Contract Recruiter & Brach Manager

- Presented to an audience of 5,000+ college students to promote an internship program and screened an applicant pool of over 1,350 candidates
- Conducted over 300 interview of groups in size ranging from 1-5 people, hired and onboarded 13 new interns
- Led the direct sales, marketing, HR management, project management, financial analysis, and customer management for a \$48,000 business

ManpowerGroup 2017
Corporate Innovation Intern

- Researched and implemented an AI chat bot for recruiters to engage with candidates - allowing Manpowergroup to save money, time, and create growth
- Effectively collabulated and contributed on a team conducting market research, customer discovery, product ideation, product development, and created a full business model