

Kelsey Eiben



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About Me

I'm a visionary leader with a track record of delivering integrated marketing solutions across digital, brand, and demand generation strategies that drive measurable growth. I'm known for building and empowering high-performing teams and fostering cross-functional alignment from concept to execution. I combine data-driven insights with bold, creative storytelling to elevate brand equity, optimize performance, and increase revenue. I'm passionate about developing scalable strategies, streamlining operations, and leading with purpose in fast-paced, high-growth environments.

Areas of Expertise

- Integrated Marketing Campaigns
- Digital Marketing Strategy & Execution
- Demand Generation & Lead Nurturing
- Go-to-Market (GTM) Planning
- Brand Strategy & Market Positioning
- Paid Marketing (Meta, Google, Amazon)
- Email & SMS Lifecycle Marketing
- Website Strategy, UX/UI & Journey
- Cross-Functional Team Leadership
- Budget Management & ROI Optimization

Experience

Head of Marketing (Senior Brand & Marketing Manager)

Lab Alley | Austin, TX | Remote | 2023- Present

- **Lead the marketing department at Lab Alley**, a leading B2B and B2C e-commerce chemical supplier, overseeing digital strategy, demand generation, branding, and GTM execution across all channels.
- **Develop and execute integrated marketing strategies** leveraging various marketing channels including email, SMS, SEO, Meta, PPC, UI/UX, and content, resulting in a 15% revenue growth y/y.
- **Direct demand generation programs** that drove a 70% increase in email revenue and 100% growth in SMS revenue within first year.
- **Manage paid media marketing** across Meta, Google, Amazon, Walmart, and other platforms—boosting Meta orders by 150% y/y and optimizing ROI through advanced audience targeting and A/B testing.
- **Spearhead brand evolution initiatives**, redefining brand identity, market positioning, gap analysis, consumer identity, and messaging to support business expansion and product-market fit.
- **Launch companywide customer account segmentation** to enhance retention, acquisition, and long-term growth—enabling personalized and effective B2B account-based marketing (ABM) execution.
- **Oversee all product marketing**, including visual merchandising and promotional planning to enhance sales—successfully launching a Kosher/Organic campaign, which drove a 65% Y/Y revenue increase.
- **Drive cross-functional alignment** with sales, product, customer relations, and operations to deliver cohesive, data-driven marketing campaigns and GTM strategies.
- **Lead a high-performing marketing team** and agency partners, streamlining operations with scalable workflows and performance dashboards to drive efficiency and alignment with business goals.

Vice President of Digital Marketing

Communications Lab | Irvine, CA | Agency | 2019-2024

- **Led digital marketing strategy** and execution for leading clients including **The Disneyland® Resort, ReadyOC, and UCI Health**, driving impactful campaigns to align business objectives with client success.
- **Spearheaded the digital marketing effort for DisneylandForward**, a key strategic initiative for **The Disneyland® Resort**, including content creation, targeted advertising, and the development of a dedicated CRM for personalized community engagement.
- **Developed and executed comprehensive campaigns** including creative content, budget planning, media buying, video production, and paid marketing (PPC and Meta) to drive brand awareness and increase conversion growth.
- **Led integrated marketing initiatives**, enhancing online conversions and audience engagement through email, websites, SMS, Google Ads, Meta, and organic social media.
- **Spearheaded the development of agency clients' digital presence** including mobile-first UI/UX, consumer journey mapping, SEO, and content, ensuring alignment with business goals and optimized user experiences.
- **Oversaw and mentored a high-performing team** of designers, marketing coordinators, agency partners, and project managers, ensuring collaboration and delivery of high-impact marketing assets.

Digital Marketing and Communications Consultant

OC Strategies | Irvine, CA | 2013-2024

- **Client Highlights:** LGND Music, Stitch Fix, Polity, BioMiracle Cosmetics, Mt. Palomar Winery
- **Led high-performing marketing campaigns** for LGND Music in partnership with **Warner Music Group, Polygon, and Spinnin' Records**—developing strategies to engage both Web2 and Web3 audiences, boost visibility, and build brand equity in emerging music markets.
- **Drove seasonal sales growth for Stitch Fix** through the development and optimization of Meta ad campaigns targeting segmented consumer groups based on style trends and buying behaviors.
- **Developed brand strategy and positioning for Mt. Palomar Winery**, defining target markets, visual identity, and messaging to position the brand as a premier winery in a highly competitive market.
- **Crafted tailored brand identities**, including brand positioning, market research, consumer behavior, and visual frameworks tailored to target audiences—increasing brand equity across digital platforms.
- **Successfully met client goals with actionable strategies** that increased engagement, strengthened brand presence, and improved ROI across paid, earned, and owned media.

Director, Marketing and Communications

Venture Strategic | Irvine, CA | Agency | 2011-2019

- **Led strategic and integrated marketing communications for KPC Health**, a 6-hospital healthcare system across Southern California that included a Level II Trauma Center, STEMI Cardiac Receiving Center, and Cardiac Catheterization Lab.
- **Developed marketing strategies to promote flagship service lines** within KPC Health, including cardiology, neurological care, surgical services, bariatric surgery, and behavioral health, ensuring alignment with growth objectives and patient acquisition goals.
- **Led marketing and communications efforts for The Toll Roads (TCA)'s** community outreach initiative. Efforts included overseeing full campaign lifecycle, budget planning, media strategy, and creative content development, which resulted in increased community engagement and improved public sentiment.
- **Allocated and managed multi-channel marketing budgets across client profiles**, including digital, print, radio, and broadcast placements to maximize ROI and reach target demographics.
- **Created and deployed integrated content across digital platforms** including websites, email campaigns, blogs, and social media to educate and engage consumers, driving increased traffic and conversion rates.
- **Orchestrated public relations efforts** on behalf of clients, including press releases, community partnerships, and media outreach to enhance brand reputation and increase regional visibility.
- **Led cross-functional collaboration with client internal teams, agency partners, and stakeholders** to ensure consistent messaging and seamless execution across all marketing touch points.

Tools & Platforms

Analytics: GA4, SEM Rush, Meta, Hotjar
Email/SMS: Klaviyo, Postscript, Mailchimp
Marketing Ops: Asana, Monday, Slack
Design & Web: Canva, Figma, Adobe, WordPress, Wix, Shopify, Squarespace
Channel: GMC, Amazon Seller, Walmart Seller
CRM: Salesforce, Zoho
Social Media: Hootsuite, Later, Buffer, Sprout

Awards & Recognitions

Employee of the Quarter 2024 - Lab Alley
AVA Digital: Platinum Award - Website
Vega: Platinum Award - Web Experience
MarCom: Platinum Award - PR Campaign
Netty: Platinum Award - Social Media

Education

MA, Political Science
California State University, Fullerton

2011