

Contact

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-  Orange County, CA

Expertise

- Digital Marketing
- Social Media Strategy
- Brand Management
- Website Development
- UI/UX
- Creative Content
- PPC & Meta Marketing
- Manage Teams (Small to Mid)

Awards

AVA Digital: Platinum, Website
Vega: Platinum, Web User Experience
MarCom: Platinum, PR Campaign
Netty, Platinum, Social Media Campaign

Industries

Music Transportation
Beauty/Fashion Government
Healthcare Entertainment

Skills

Analytics: Meta, Google
Social: Later, Planoly, Hootsuite, Buffer
Design: Canva, Figma, Adobe
Web: WordPress, Wix, Shopify
Management: Monday, Slack, Asana

Education

2011
MA Political Science
California State University, Fullerton

Kelsey Eiben

Experience

Senior Brand & Marketing Manager | Lab Alley

May 2023-Present | Austin, TX | Remote

- **Leading B2B & B2C E-Commerce chemical provider in the country** and Inc. 5000 honoree for fastest growing private company.
- **Led the marketing department** in developing and executing strategic initiatives that drove a 22% increase in revenue and 20% increase in orders in one year.
- **Led cross-functional teams** to design and implement multi-channel marketing campaigns resulting in 70% increase in email revenue and 100% increase in SMS revenue in 1 year.
- **Developed and optimized Meta ad campaigns** that increased platform orders by 150% and optimized A/B testing to maximize ROI.
- **Monitored and analyzed key performance metrics** to assess campaign effectiveness and ROI, utilizing data-driven insights to improve outcomes.
- **Led a comprehensive brand refresh initiative** that included redefining brand positioning, identity, and target consumer segments.
- **Directed product marketing efforts**, including the management of product photography visual content, and promotions.
- **Managed the marketing department and coordinated with external vendors** and contractors ensuring adherence to timelines, budgets, and quality standards.
- **Oversaw the development of high-impact marketing materials** including design, email, SMS, SEO, Meta, PPC, PDPs, UI/UX and social media to achieve sales and market share targets.
- **Implemented streamlined systems and processes** within the marketing department to enhance operational efficiency.

VP, Digital Marketing | Communications LAB

June 2019-March 2024 | Orange, CA | Onsite

Client list: The Disneyland® Resort, ReadyOC, and UCI Health.

- **Develop and execute digital marketing campaigns** including creative concepts, budgets, content development, media plans, video production, social media, PPC and Meta marketing.
- **Develop tactics to increase online conversions**, and engagement across all marketing levers including email, website, SMS, social media, influencer marketing, Google ads and Meta marketing.
- **Develop client websites** including site-mapping, wire-framing, content, SEO & mobile optimization.
- **Manage brand marketing** including brand promotion and integrity across platforms.
- **Develop strategies to increase traffic**, drive revenue growth and highlight value props across platform products to meet internal objectives.
- **Manage a team** of designers, coordinators and managers to deliver marketing assets on-time.

Digital Marketing & Brand Management | OC Strategies

Dec 2013 - 2023 (Freelance) | Irvine, CA

Client List: Stitch Fix, Polity, ACASA Senior Care, BioMiracle Cosmetics, Lux Med Spa, Creative Digital Media, Mt. Palomar Winery and LGND Music.

- **Execute campaigns with partners Warner Music Group, Polygon, and Spinnin Records** on behalf of LGND Music to development marketing strategies and brand positioning for Web2 and Web3 users.
- **Develop Meta marketing strategies with Stitch Fix** to increase sales for seasonal product promotion.
- **Develop and execute digital marketing campaigns** including creative concepts, content development, graphic design, website development, online direct marketing, and performance marketing.
- **Create comprehensive brand guidelines**, style guides, and brand positioning on behalf of clients.

Director, Marketing & Communications | Venture Strategic

Dec 2011 - June 2019 | Irvine, CA | Onsite

Client List: KPC Health and The Toll Roads (TCA)

- **Create marketing objectives, budgets, and campaign outlines** for KPC Health service lines including Labor and Delivery, Cardiovascular, Bariatric, Burn Center and the STEMI Receiving Center.
- **Develop full-scale, integrated marketing & communications** strategies for several private and public clients ranging from startups to Fortune 250 companies to improve digital footprint, consumer engagement and public outreach.