

# Kelsey Otocki

## Digital Marketing Manager

Experienced Non-Profit Marketing and Communications Professional with a history of serving youth and the fine arts. Kelsey is organized, goal-oriented, and enjoys learning and growing with a strong focus on DEI.



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561.385.3753



Boynton Beach, FL



### Skills & Certifications

Adobe Creative Suite  
*Photoshop, InDesign, Illustrator*

Writing & Editing  
*AP, MLA, APA, WordPress*

Email Marketing  
*Constant Contact, Salesforce Marketing Cloud & Journey Builder*

Public Speaking

Content Creation

Social Media Analytics  
*Facebook, Instagram*

Google Analytics Certified

Website Creation & Management  
*HTML, GoDaddy, Adobe Experience Manager*

Microsoft Works  
*Excel, Word, PowerPoint*

Hootsuite Social Media Marketing Certified

SEO & SEM

Google Digital Marketing Certified

Video Editing  
*iMovie, Canva, Premiere Pro*

Event Photography

Public Relations



### Work Experience

#### Manger of Communications & Marketing, Girl Scouts of Southeast Florida

03/2018 - 08-2023

Lake Worth, FL

- Created and implemented marketing plans for over 25 programs and events each year
- Built monthly newsletters, marketing emails, and blog posts for our membership, staff, and donors
- Responsible for web maintenance, page creation, back-end management (AEM), and google analytics
- Lead the transition and buildout of a new website through AEM
- Managed Social Media accounts and quarterly analytics with a focus on increasing engagement
- Developed a comprehensive Social Media Strategy guide to track best practices using analytics
- Created digital and print assets for programs and events
- Responsible for event photography, photo editing, and video creation (using iMovie, Canva)

#### Independent Contracting, Sewing & Design

01/2018 - 2022

Various Locations, FL

- Catwalk Recycled Fashion Show: Lead workshops, fashion show, and gallery event at Resource Depot (Jan-May 2018-2022)
- Beginner Sewing: single, three-hour classes at Resource Depot (4/2019 - 12/2020)
- Sewing & Design: three courses at the Armory Art Center (01/2018 - 05/2018)

#### Assistant Director, Educational Gallery Group

02/2016 - 04/2018

West Palm Beach, FL

- Overhauled the creative direction of the website, gaining peak site visits in company history
- Created newsletters, marketing materials, and event logos using Adobe Creative Suite
- Directed gallery exhibitions, installations, and community event booths
- Built a volunteer base for high-capacity months, tripling volunteers after two years
- Managed programs including the Regional Scholastic Art Awards, Catwalk Student Fashion Show, Summer Art Academy (taught textiles and theatre), and Pop-up Gallery initiative
- Wrote grant proposals for various projects and received over \$20,000 in funds in first year



### Education

#### Bachelor of Arts, English Literature

University of Central Florida

08/2009 - 05/2013