

# ANDREW KELLY

## Marketing Operations Specialist

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### Professional Summary

Marketing Operations Specialist with 5 years of experience executing strategic campaigns and optimizing marketing technology across diverse industries including nonprofit, trade, and sports sectors. Proven expertise in multi-client project coordination, implementing scalable automation systems, and managing email marketing campaigns for audiences up to 300,000+ contacts. Strong technical proficiency in CRM administration, workflow automation, and marketing analytics with demonstrated success in cross-functional team leadership and client consultation. Combines entrepreneurial insights with operational excellence to streamline processes and enhance campaign performance across multiple concurrent projects.

### Skills

- Marketing automation and customer journey optimization
- CRM administration and workflow automation
- Multi-client project coordination and cross-functional team leadership
- Email marketing campaign execution and deliverability optimization
- Data analysis and performance reporting
- Technical proficiency: CRMs, ESPs, Webflow, Google Analytics, Airtable, Zapier, SEO tools

### Work History

**Freelancer** 08/2025 to Current

**Self-employed** – Chicago, IL

- Configure and optimize CRM systems for client organizations, enhancing existing setups through advanced workflow automation and seamless integration with current marketing technology stacks to improve operational efficiency
- Audit existing content marketing strategies and identify conversion gaps, resulting in actionable roadmaps that align content production with customer journey touchpoints and business revenue goals
- Design custom email marketing automation sequences and lead nurturing campaigns, leveraging behavioral triggers and segmentation to improve engagement rates and sales funnel progression
- Pioneer AI Engine Optimization and Generative Engine Optimization strategies to maximize client visibility in AI-powered search results and language model responses, positioning brands ahead of emerging digital discovery trends

**Marketing Strategist** 02/2024 to 05/2025

**Madak** – Seattle, United States

- Developed and executed comprehensive marketing initiatives for 4-5 simultaneous clients across rugby, nonprofit, and trade industries, aligning strategies with business goals to drive growth and engagement

- Managed complete website development lifecycle from strategic planning through launch, implementing accessible backend systems and user-centric designs that empowered clients to autonomously manage content updates and maintain their digital presence
- Executed email marketing initiatives for subscriber lists ranging from 1,000 to over 300,000 contacts, including list maintenance, monthly newsletters, automated customer journey sequences, and promotional campaigns to meet client business goals
- Collaborated with creative and web development teams to ensure cohesive execution and timely delivery of marketing deliverables across all client accounts

Marketing Associate
11/2021 to 01/2024

Innovation DuPage – Glen Ellyn, IL

- Created and implemented a comprehensive marketing strategy to build brand awareness and generate qualified leads
- Managed a team of 2-5 interns, including graphic designers, web developers, video/multimedia, and digital marketers. 12 interns in total
- Optimized marketing tech stack to streamline internal & external communications
- Consulted with startup companies to strategize and connect with resources for growth
- Strategized with third party web developer on full website redesign to enrich member experience through enhanced functionality, features, and visual aesthetics

Brand Ambassador
08/2021 to 02/2022

Maplewood Brewery & Distillery – Chicago, IL

- Encouraged the trial of products and delivered a memorable experience to increase brand awareness and loyalty
- Engaged with customers, vendors, and business owners to demonstrate knowledge of product line, industry trends and culture
- In charge of running on-premise and off premise events throughout Chicagoland area

### Education

Bachelor of Science: Marketing, Minor in Entrepreneurship
05/2021

University of Kansas - Lawrence, Kansas

Certificate in Professional Sales and Global Awareness

### Certificates

Google AI Essentials Specialization
07/2025

Hubspot Marketing Hub Software Certificate
07/2025

Six Sigma Certified: White Belt
05/2021