

STACY M. KLESEN

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PROFESSIONAL SUMMARY

Dynamic and results-driven professional with over 15 years of experience in digital marketing, website design, and customer service. Expert in creating and managing high-impact online experiences, including the development and maintenance of hundreds of WordPress websites across various industries. Skilled in executing comprehensive marketing strategies, managing paid advertising campaigns, and producing engaging content. Proven ability to build and nurture client relationships through exceptional interpersonal skills, combining kindness, humor, and firm boundaries. Adept at problem-solving, critical thinking, and data analysis, with a strong commitment to flexibility and teamwork. Seeking to leverage my expertise to drive brand visibility, engagement, and revenue growth.

CORE COMPETENCIES

Technology/Digital/Marketing

- **Website Design & Management:** Developed and managed hundreds of WordPress websites for a wide range of industries, including coaches, plumbers, rock bands, jewelry, holiday decor, pets, legal professionals, architects, and more. Proficient in creating various types of websites such as mobile, interactive/responsive, video background, directory, review, online store, news, entertainment, and membership sites. Enhanced online presence and traffic through effective SEO optimization and advanced design techniques to ensure visually appealing and user-friendly experiences.
- **Digital Marketing:** Proficient in developing and executing comprehensive marketing strategies, managing paid advertising campaigns (Facebook Ads, Google Ads), and email marketing to boost brand visibility and lead generation.
- **Content Creation:** Skilled in crafting compelling copy, blog content, and interactive video content, including explainer videos, promotional videos, and social media videos, to engage and convert audiences.
- **Innovative Marketing Tools:** Experienced in implementing creative marketing tools such as chatbots, interactive video, and AI-driven solutions to enhance customer interaction and campaign effectiveness.
- **Graphic Design:** Capable of designing high-quality graphics for digital marketing campaigns and social media.

Customer Service

- **Client Relations:** Strong ability to build and maintain lasting relationships with clients, ensuring high levels of satisfaction and repeat business.
- **Account Management:** Experienced in managing client accounts, coordinating multi-faceted marketing projects, and working with cross-functional teams to achieve business objectives.

- **Event Planning:** Skilled in planning and executing corporate events, trade shows, and promotional events to enhance client engagement and brand awareness.

Additional Skills

- **Customer Service & Interpersonal Skills:** Highly effective in building strong relationships with clients and colleagues through a blend of kindness, humor, and efficiency. Renowned for being compassionate and understanding while maintaining firm boundaries. Exceptional at delivering outstanding customer service, ensuring client satisfaction, and fostering positive interactions. Skilled at navigating challenging situations with grace and professionalism.
- **Administrative Expertise:** Extensive experience in data entry, database management, HR processes, and licensing compliance.
- **Software Proficiency:** Advanced knowledge of Microsoft Office Suite and project management tools.
- **Communication:** Exceptional written and verbal communication skills, with a strong focus on detail-oriented proofreading and editing.
- **Problem Solving & Critical Thinking:** Adept at identifying issues and implementing effective solutions through analytical thinking and creativity. Proven ability to think critically and adapt to changing circumstances to achieve optimal outcomes.
- **Flexibility & Teamwork:** Demonstrated flexibility in handling various roles and responsibilities, with a strong commitment to teamwork and collaboration. Able to work independently and as part of a team to drive project success.
- **Data Analysis:** Experienced in analyzing data to inform marketing strategies, track project progress, and optimize campaign performance. Proficient in using data-driven insights to make informed decisions and improve overall effectiveness.

PROFESSIONAL EXPERIENCE

Digital Marketing Freelancer – Powder Springs, GA

June 2009 – Present

- **Website Design & Management:** Designed and maintained hundreds of WordPress websites across diverse industries, including coaches, plumbers, rock bands, jewelry, holiday decor, pets, legal professionals, architects, and more. Skilled in creating various types of websites, such as mobile, interactive/responsive, video background, directory, review, online store, news, entertainment, and membership sites. Improved online presence and traffic through effective SEO strategies and advanced design techniques to ensure visually appealing and user-friendly experiences.
- **Digital Marketing:** Developed and executed comprehensive marketing strategies that significantly boosted brand visibility and revenue. Managed successful paid advertising campaigns across platforms such as Facebook and Google Ads.
- **Content Creation:** Specialized in producing high-quality, engaging content, including blogs, copywriting, and a variety of video content (explainer, promotional, social media). Created interactive videos and animated content to capture audience attention and drive conversions.

- **Innovative Marketing Tools:** Implemented and managed creative marketing tools such as chatbots and interactive video solutions to enhance customer engagement. Actively using and learning AI technologies to optimize marketing efforts and deliver personalized customer experiences.
- **Graphic Design:** Designed eye-catching graphics for digital marketing campaigns, ensuring cohesive and attractive visual communication across all channels.
- **Project Management:** Collaborated closely with clients to define project goals, developed timelines, and ensured timely, high-quality project delivery. Managed project budgets and tracked progress using advanced project management tools.

Marketing Account Manager

Technology Therapy Group – Remote

March 2023 – May 2023

- Managed diverse marketing client accounts, ensuring alignment with business goals.
- Developed and executed targeted marketing campaigns, leveraging cross-functional teams.
- Created compelling digital content, including Facebook and Google ads, blogs, and social media posts, resulting in increased engagement.

Vocational Expert Assistant/Editor & Proofreader

Self-Employed/Contractor – Atlanta, GA

November 2010 – June 2022

- Produced detailed vocational expert reports by synthesizing legal and medical documents.
- Ensured precision and professionalism through meticulous editing and proofreading.

Assistant Manager

Fox Theater – Atlanta, GA

September 2010 – August 2013

- Led and trained food and beverage staff, coordinated events, and managed accounting processes.
- Successfully handled large-scale corporate events, enhancing customer satisfaction and operational efficiency.

Customer Service/Marketing Specialist

Bulb & Battery Center – Atlanta, GA

December 2009 – September 2010

- Delivered exceptional customer service and sales support.
- Contributed to marketing campaign development.

- Created video content for marketing and educational purposes.

Senior Producer

Home Gallery Television Productions – Atlanta, GA

September 2006 – October 2008

- Fostered key trade partnerships to drive sponsorship and advertising revenue.
- Assisted in production logistics, ensuring high-quality program delivery.
- Trained and mentored new producers.

Marketing Specialist/Event Planning

Space Flooring Supplies & Services – Smyrna, GA

November 2002 – April 2005

- Designed and executed marketing strategies, and coordinated annual sales events to boost company visibility.

Human Resources Manager/Licensing Compliance Officer

Focus Receivables Management, LLC – Atlanta, GA

February 2002 – July 2002

- Managed HR operations, ensuring compliance with licensing and insurance requirements.
- Managed payroll processing for the entire company, ensuring accuracy and compliance with all regulations.

Financial Planning Coordinator/Office Manager

CCG Advisors/Wall Street Capitol (Affiliate of MetLife) – Atlanta, GA

September 2000 – January 2002

- Directed marketing initiatives, managed financial planning processes, and oversaw office operations to support business growth.

EDUCATION

Bachelor of Science in Journalism, Advertising emphasis

Arkansas State University, Jonesboro, AR