

Kelley Nelson

DIGITAL MARKETING

knelson@thinkempirical.com

Kelley's passion is in the area of online communications, with a focus on improving the customer experience and driving measurable results.

With extensive experience leading strategic content marketing, digital advertising, and analytics initiatives, Kelley brings design expertise, video creation skills, and compelling content marketing prowess to the team and to clients in both the B2B and B2C space. She is passionate about developing campaign strategies that transform brands and grow business.

EXTENSIVE EXPERTISE IN:

PPC

SEO / SEM

Wordpress / Web Development

Digital Initiative Analytics

Adobe Creative Suite / Design

Social Media Management / Advertising

Video/Event Marketing

Integrating Digital Marketing with Traditional Marketing

Kelley previously worked as Marketing Director in the dental and healthcare industry, where she managed diverse projects that included strategic advertising campaigns, tradeshow events, digital newsletters, and webinars. Before joining ECS she also worked in marketing roles for the tech industry, staffing, and legal field.

Kelley earned a Bachelors in English/Communications, Minor in Marketing from the University of Texas San Antonio and her Masters in English from the University of North Florida.

KNOWN FOR:

Strategic
Digital
Marketing

Results-Driven
SEO and SEM

Content
Creation

HubSpot
Development

