



NICE TO MEET YOU, I'M KELSIE.

KELSIE M. CONRAD

DIRECTOR OF MARKETING AND MEMBER SERVICES

JUNE 2024 - PRESENT

Commercial Vehicle Solutions Network (CVSN)

Grand Rapids, Michigan, United States • Remote • Full-time

The Director of Marketing and Member Services reports directly to the Executive Director and is responsible for increasing CVSN membership and brand awareness by identifying, developing, and implementing creative strategic marketing and communications advocating for innovation within the independent commercial vehicle aftermarket segment of the transportation industry.

→ Facilitating communication and coordination between CVSN's Board of Directors, Executive Director, Director of Operations, external stakeholders, and third-party vendors while nurturing B2B partnerships and strengthening sponsor relationships.

→ Increasing attendance at CVSN's 3 annual in-person events: The Seminar Training Week, The Summit Executive Conference, and Heavy Duty Aftermarket Week (HDAW).



HDAW is the largest North American business-to-business executive conference co-owned by a joint operating committee of industry leaders from 11 distinguished industry associations. HDAW '25 held record breaking participation with 2,900 executive and manager level professionals in attendance hosting 330+ exhibitors.

→ Increasing engagement within CVSN's 4 Pillar Communities: Government Affairs, Industry Awareness, Education and Training, and Innovation and Technology.

→ Developing and implementing public relations strategies to increase awareness of CVSN government affairs efforts in support of the REPAIR Act (H.R.906), a bill mandating Original Equipment Manufacturers (OEMs) to provide consumers and independent repair businesses equal access to repair documentation, tools, diagnostics, service parts, and firmware.

ASSOCIATION MANAGER

MAR 2023 - JUNE 2024

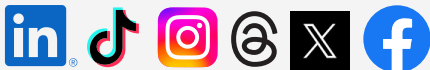
CM Services, Inc. | Association Management Company

Chicago, Illinois, United States • Remote • Full-time

- Led the development and execution of integrated strategic plans with SMART goals for 3+ industry associations, collaborating closely with executive leadership (CEO, VP, CFO).
- Primary liaison between Boards of Directors, committee leadership, industry stakeholders, and third-party vendors focused on streamlining communication and decision-making.
- Managed financial operations including budget planning, fiscal reporting, and audit coordination, ensuring transparency and alignment.
- Launched and optimized member acquisition and retention campaigns producing webinars, e-newsletters, and digital engagement tools tailored to unique audience segments.
- Directed marketing strategy, brand messaging, and content development building awareness and driving engagement across industry-wide professional networks and trade associations spanning multiple industries and verticals.



MEETKELSIE.COM



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Leesville, South Carolina

SUMMARY

LIFELONG LEARNER with a positive, professional attitude and a resolute work ethic. Dedicated to facilitating positive business outcomes, protecting and enhancing the reputation of clients, and actively engaging relevant markets.

ADEPT at developing and executing complex communications, marketing, and event strategies tailored to client business objectives.

PASSIONATE about strong creative strategy and inspired by opportunities to find innovative executions maximizing the effectiveness of brands.

SKILLS

AI & DIGITAL FLUENCY

- Generative AI (ChatGPT, Perplexity)
- Prompt Engineering for Content & Strategy
- AI-Assisted Content Creation
- CRM & MarTech Tools
(HubSpot, Mailchimp, Salesforce)
- Website CMS
(Wix, WordPress, basic HTML/CSS)

MARKETING & COMMUNICATIONS

- Campaign Strategy & Optimization
- Persona-Based Messaging & Segmentation
- A/B Testing & Analytics
- Brand Strategy & Storytelling

PROJECT & TEAM MANAGEMENT

- Agile Project Execution
- Stakeholder Comms
- Cross-Functional Team Collaboration
(Microsoft 365, ClickUp, Notion, Asana)

CORE COMPETENCIES

- Critical Thinking & Problem Solving
- Strategic Communication
- Fast Learner & Early Tech Adopter

FREELANCE MARKETING STRATEGIST

MAY 2022 - MAR 2023

EXECUTIVE DIRECTOR

MAY 2021 - APR 2022

Capitol Consultants | Management Consulting Firm

Columbia, South Carolina, United States • Remote • Full-time

→ Leadership & Operations

- Developing and maintaining operational policies, procedures, and processes and managing day-to-day operations.
- Collaborating and supporting committee objectives at the discretion of the Board of Directors.

→ Communications, Public Relations, and Marketing

- Establishing and maintaining strong, working relationships with B2B supplier partners, association members, and affiliates in the multifamily industry.
- Utilizing digital marketing, public relations, and targeted speaking engagements in virtual, hybrid, and in-person formats to increase public awareness on association initiatives.
- Coordinating the development and launch of a website redesign focused on increased functionality, streamlined platform integrations, and an enhanced UX.

→ Financial Management

- Preparing and presenting annual operating budget to Board of Directors for approval.
- Monitoring and reporting income and expenses on a monthly (or more frequent) basis in collaboration with the CFO.

→ Membership Retention

- Overseeing development and management of membership initiatives.
- Streamlining member application processes to increase member retention and recruitment.

→ Event Management

- Establishing annual calendar of industry events, educational courses, training certifications, and networking opportunities.
- Coordinating logistics including event proposal review, contract negotiation process, catering selection, event marketing, attendee registration management, event staff coordination, and creative sponsorship structures.

DIRECTOR OF MARKETING AND COMMUNICATIONS

NOV 2019 - MAY 2021

Capitol Consultants | Management Consulting Firm

Columbia, South Carolina, United States • Full-time

- Spearheaded integrated marketing, communications, and PR strategies, aligning campaigns with client goals across digital and traditional platforms.
- Collaborated with executives and teams to ensure strategic alignment and consistent messaging across all communication channels.
- Led the deployment of CRM platforms and marketing automation tools to optimize audience segmentation and engagement.
- Created and managed high-quality print and digital assets, including press releases, social media content, and media kits, boosting brand visibility.

SENIOR MARKETING SPECIALIST

SEP 2018 - OCT 2019

Splash Omnimedia | Full-Service Marketing Agency

Lexington, South Carolina, United States • Full-time

- Developed and executed multi-channel marketing campaign strategies aligned with client business goals across a range of industries.
- Analyzed market research and audience analysis to inform campaign direction, content strategy, and lead generation efforts.
- Provided strategic and timely recommendations to clients supported by performance data and industry insights to improve brand visibility and ROI.
- Managed paid digital campaigns including social media advertising, search engine marketing (SEM), and search engine optimization (SEO) for 12+ clients.
- Facilitated cross-organizational collaboration with sales, graphic design, web development, and video production teams to produce creative integrated campaigns across digital, print, radio, and television formats.
- Played a key role in launching the agency's NextDegree Leader brand, gaining extensive leadership training and coaching in communication, mindset, and team development.

ADVERTISING EXECUTIVE

MAY 2015 - AUG 2018

Allstar Financial Group | Global Specialty Insurance Wholesaler

Columbia, South Carolina, United States • Full-time

- Led brand development for 8+ corporate divisions, overseeing visual identity and positioning for new product lines.
- Designed and executed advertising campaigns across print, digital, and television channels, ensuring consistency in brand messaging.
- Managed media planning and budgeting, aligning spend with performance goals and campaign objectives.
- Executed inbound and outbound marketing strategies, including email marketing, content creation, and lead nurturing workflows.
- Segmented and maintained email marketing lists to optimize campaign targeting and deliverability.
- Wrote and distributed press releases to promote product launches, corporate news, and strategic initiatives.
- Interpreted Google Analytics to evaluate website traffic, campaign performance, and audience behavior.
- Conducted industry and competitor research to inform campaigns, creative direction, and go-to-market (GTM) launch strategies.

ADVERTISING INTERN (SOCIAL MEDIA)

AUG 2014 - MAY 2015

Allstar Financial Group | Global Specialty Insurance Wholesaler

Columbia, South Carolina, United States • Paid Internship

- Supported the design, scheduling, and execution of social media campaigns for 8+ company brands including B2B, B2C, retail, and restaurant verticals.
- Created and maintained weekly and monthly editorial calendars to ensure consistent content delivery and strategic audience targeting.
- Monitored engagement metrics to identify top-performing content and inform future content development strategies.
- Conducted industry and competitor research to support content ideation and campaign planning.
- Designed on-brand social graphics and wrote audience-focused captions to increase reach and engagement.
- Responded to audience comments and messages, maintaining a consistent and professional brand voice.
- Assisted with digital marketing tasks at both in-person and virtual company events, contributing to cross-channel promotional efforts.

COMMUNICATIONS INTERN

JUN 2013 - AUG 2014

Lexington County School District One

Lexington, South Carolina, United States • Paid Internship

- Assisted with district-wide communications tasks including, but not limited to: writing and editing press releases, photo and video production and editing, web and social media analytics, social media content, graphic design, media relations, digital asset management, and event coordination.
- Reported to Chief Communications Officer and Director of Communications.

EDUCATION



UNIVERSITY OF SOUTH CAROLINA

AUG 2010 - DEC 2015

Bachelor of Arts (B.A.) Journalism and Mass Communications, Advertising and Media Arts

Columbia, South Carolina, United States • Full-time

- Ability to conduct research, gather information, write clearly and correctly and present relevant news or persuasive information at a professional level.
- Critical thinking skills, creatively and independently; evaluate my own work and the work of others for accuracy, fairness, clarity, style and correctness.
- Understanding of the history of journalism and mass communications, the diversity of groups in a global society in relationship to communications and the role of journalism and mass communications in society.
- Understanding of ethical concepts, legal implications, considerations and practices that guide the mass media professions.
- Demonstrates the ability to apply tools and technologies appropriate for the production, editing and presentation of visual, aural, textual or other media content.
- Knowledge to apply basic numerical and statistical concepts and methods appropriate for the communications professions.