

# KELLY RIDDLE

Experienced Content, Events  
& Brand Marketing Leader

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**Data-Driven Growth Strategist**  
**Creative Visionary | Brand Storyteller**  
**Award-Winning Content + Events**

## TOP SKILLS

Organic Growth Hacking  
Strategic Marketing Plans  
Data Analysis | SEO | Paid Media  
Lead Generation | Loyalty Programs  
Community Building | Engagement  
Partnerships | Influencer Campaigns  
Nurturing | Retention | Automation  
Customer Experience | UX Design  
Brand Transformations

## CORE TALENTS

Creative Direction + Execution  
Events + Multi-Media Production  
Journalism + Public Relations  
Creative Writing + Brand Voice  
Full-Stack Marketer + Graphic Artist  
Social Media + Digital Ad Strategy

## LEADERSHIP

Inspiring + Proven Hands-On Leader  
Results-Driven + Solutions-Oriented  
Public Speaking + Thought Leadership  
Project + Budget Management  
Interpersonal + Negotiation Skills

## CONTACT

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**kellyriddle@icloud.com**

// KELLY-RIDDLE.COM

## EXPERIENCE

### Marketing Director

Emerald X (NYSE:EEX)

2021-Present

Brands: **MJBiz** | **MJBizDaily** | **MJBizCon** | **reMind**

Lead brand marketing and content strategy, audience acquisition and growth marketing efforts including storytelling, creative direction, CRM management, social media, podcasts, webinars, video strategy, partnership campaigns, digital advertising, PR, market research, sales decks and more for business media and events company. Supported \$120M exit and was retained post-transition as a core brand leader.

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### Head of Global Brand Marketing + Communications

Kindermusik International (ESOP)

2018-2021

Brand Collabs: **Disney Junior** | **Amazon Prime Video**

Head of B2B + B2C marketing, brand strategy, corporate communications and events for international community of music studio owners, school systems, and families of young children. Transformed business to navigate COVID-19 challenges.

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### Creative Director

Tanger Outlets (NYSE:SKT)

2013-2018

Brand Collabs: **Nike** | **Under Armour** | **Gap** | **Yankee Candle** | **Banana Republic** | **J.Crew** | **DVF** | **Coach** | **Polo Ralph Lauren** | **Kate Spade** | **Nascar** | **Fixer Upper** | **The Property Brothers** | **HGTV** | **The Food Network** and more

Media Partnerships: **People** | **InStyle** | **Southern Living** | **Real Simple** | **Oprah**

Director of B2C brand marketing and creative across all consumer touch points for REIT operating 44 shopping centers in U.S. and Canada. Increased traffic, average spend and customer retention through campaigns based on consumer insights.

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### Marketing Manager | Creative Director

Hatch Early Learning Technology

2009-2012

Brands: **iStartSmart** | **TeachSmart** | **wePlaySmart** | **Instant Classroom**

Media Partnerships: **ABC's Extreme Makeover: Home Edition**

Lead overhaul of company branding, positioning Hatch as the leader in early learning technology for school systems. Levered customer engagement, loyalty programs and multi-media B2E campaigns to garner more than 15% increase in YOY annual revenue.

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### Chief Marketing Officer | Co-founder

GoPLAY Advertising Agency

2003-2009

Clients: **Latitude Magazine** | **HanesBrands** | **Sara Lee** | **Wachovia** | **BB&T** | **Hudson News** | **Windsor Jewelers** | **Towne Jewelers** | **R&R Grosbard** and more

Oversaw business and marketing strategy and provided creative direction for branding, content and campaigns for regional and national retailers and corporations, including production and circulation of two monthly statewide magazines.

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### Production Manager

Dennis Publishing

2001-2003

Brands: **Maxim Magazine** | **The Week** | **Blender Magazine** | **Stuff Magazine**

Managed advertising, circulation, marketing and editorial departments to administer publication of 4 national magazines. Oversaw all details of production including multi-million dollar budget, vendor relations, and partner advertising campaigns.

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## EDUCATION

**B.S. Journalism &  
Communications Design**

**OHIO UNIVERSITY**

Minors: English/Creative Writing  
& African Studies

**Certificate of Leadership  
& Management**

**DALE CARNEGIE**

Focus: Presentation skills & leading  
cross-functional teams

## TECHNICAL SKILLS

Adobe Creative Suite | Figma

Google Analytics | Looker Studio

Hubspot | Salesforce | Eloqua

Asana | Jira | Monday | SmartSheet

Wordpress | Unbounce | Shopify

MS Office | Sharepoint | and more

## MANAGEMENT

Marketing Advisory Board | Emerald X

DEI Team President | MJBiz

Executive Leader | Kindermusik

President's Roundtable | Tanger

Core Leadership Team | Hatch

Company Co-founder | GoPlay

Publisher | Latitude Magazine

## CONTACT

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## RECENT ACHIEVEMENTS

- > Elevated marketing sales revenue by **+9% YOY**, driving multi-million dollar profits.
  - > Increased **marketing-qualified leads (MQL)** via email by **+68%** in Q3 and Q4.
  - > Created re-engagement campaign that **reactivated +19.4%** and **converted +6.8%**.
  - > Revamped product into an e-commerce subscription model that generates automated revenue and **increased customer lifetime value (CLV) by +175%**.
  - > Spearheaded influencer partnerships with key figures including Carmelo Anthony, Al Harrington, Xzibit and Mike Tyson that produced **+24M organic impressions**, quadrupled interactions and doubled social reach.
  - > Launched a Content Creator program and content strategy that generated **+4.7K media mentions** and **+3.3B total reach** in Q3 and Q4 of 2024; Secured coverage in major media outlets including Forbes.
  - > Generated significant increases including **+199% YouTube subscribers** and **+245 organic video views**, **+189% Instagram engagement** after implementing award-winning video series and brand strategy.
  - > Generated **+2,500+ leads monthly** for industry events and secured opt-ins for **+53K+ new subscriptions annually** for newsletters and digital courses.
  - > **Doubled click thru rate (CTR)** for newsletters through data-driven content and design changes as well cadence restructuring.
  - > Drove **+10K organic leads** during COVID-19, **converting +14%** to paid customers.
  - > Led business model overhaul to attract next-generation consumers, driving **+28K app downloads** in a single quarter.
  - > Recognized in 2024 among the top 100 trade shows in the world for **"Most Extreme Social Media Results"** and **"Best Marketing."**
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## AWARDS

**Most Extreme  
Results from  
Social Media**

[Trade Show Executive  
Magazine](#)

**Best Marketing  
Finalist**

[Trade Show News  
Network](#)

**Tanger  
Experience  
Award**

[Tanger Outlets  
Biennial Epic Awards](#)

**Special  
Achievement  
Award**

[Dale Carnegie  
Leadership Academy](#)

**Best in Show +  
Gold Award**

[ADDY Awards](#)

**Silver Award**

[Telly Awards](#)

**EDDIE Award**

[Education Software  
Awards](#)

## COMMUNITY

**Advisory Board Member**

[Oak Ridge Parks & Recreation](#)

**Communications Director**

[Oak Ridge Youth Association](#)

**CMO | Co-founder**

[NC3 Chamber](#)

**Team Member**

[Toastmasters](#)