

KELLY RIDDLE

Experienced Content, Events
& Brand Marketing Leader

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

419.377.6969
kellyriddle@icloud.com

// **KELLY-RIDDLE.COM**

EXPERIENCE

Marketing Director, Content & Sales

Emerald X (NYSE:EEX)

2021-Present

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

Lead content strategy, attendee acquisition and sales marketing efforts including brand voice, 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.

Sr. Director Global Brand Marketing & Communications

Kindermusik International

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.

Director of Creative Services

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.

Creative & Communications Manager

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.

Co-Founder & CMO

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.

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

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ACHIEVEMENT

Most Extreme Results from Social Media in 2023

Trade Show Executive Magazine's Gold 100 Grand Awards

Recognized among the top global tradeshows for MJBizCon's "Dare To" campaign, which drove more than 500,000 views, 15,000 engagements, reached 70% new audience and generated 3,000 new followers during the on-site event.

Tanger Experience Award

Tanger Outlets Biennial Epic Awards

Peer-nominated award recognizing 'one employee whose presence results in a positive work-life experience for coworkers and who innately demonstrates teamwork that creates cohesive and productive working relationships across corporate departments.'

Emerging Leader

Tanger Outlets President's Roundtable

Recognized as an emerging leader and contributed to business strategy roundtable discussions with President and CEO, CMO, CEO and other key leaders.

Special Achievement Award

Dale Carnegie Leadership Academy

Received award for exceptional presentation skills, utilizing authentic, engaging and creative methods to captivate audiences and gain buy-in from stakeholders.

Best in Show + Gold Award

ADDY Awards

Received Best-in-Show Award and Gold Award for brand communications materials developed for the launch of an innovative international retail brand by R&R Grosbard Company, a diamond jewelry manufacturer located in NYC's Diamond District.

Silver Award

Telly Awards

Awarded for digital storytelling materials developed for launch of a touchscreen, interactive tabletop system designed to engage children in group learning activities with peers and monitor cognitive and social-emotional development of early learners.

COMMUNITY

Advisory Board Member

Oak Ridge Parks & Recreation

2020-2023

Appointed by elected officials to advisory board serving to provide direction, oversight, and decision making for the parks and recreation system.

Communications Director

Oak Ridge Youth Association

2017-2023

Serve as key leader responsible for branding, communications, web development, advertising, partnerships and social media for regional youth association.
