

Lee Kelly

📍 Edgewater, Florida 📞 [386-527-8009](tel:386-527-8009) @ hello@leekelly.org 🔗 <https://linkedin.com/in/lkly>

Summary

Marketing Manager with a proven track record of developing and executing impactful strategies across e-commerce, B2B, and service-based industries. Spearheaded initiatives that boosted e-commerce orders by over 200% and sales by over 125% in the first year. Expert in full-scale company rebranding, website revitalization, and technical SEO optimization to elevate web traffic and user experience. Adept at streamlining business-wide processes for digital advertising, social media, and email marketing to ensure cohesive brand growth and operational efficiency.

Experience

Daytona Employment

Marketing Manager
Daytona Beach, FL

October 2024 - Present

Hired to lead marketing initiatives for Daytona Employment and its portfolio of sister companies. Responsible for developing and executing distinct marketing strategies to drive revenue, client acquisition, and brand growth.

- Business Process Improvement:** Established and streamlined universal business processes for all portfolio companies, creating standardized procedures for ad management, social media, email marketing, and branding.

The Crypto Merchant

- Spearheaded digital advertising strategies that increased total sales by 61%, orders by 41%, and the conversion rate by 15% within the first year.
- Grew user sessions by 30% through targeted content creation and social media marketing campaigns.

Raasta Deals

- Engineered targeted email marketing and digital campaigns, boosting first-year orders by 207%, total sales by 126%, and user sessions by 32%.

MacData Background Screening

- Orchestrated a complete company rebrand and website revitalization, resulting in improved scores across Performance, Accessibility, Best Practices, and SEO.
- Enhanced the digital footprint and user experience, leading to increased organic web traffic and a cohesive, modern brand identity.

Koralis Entertainment

Marketing Assistant
New Smyrna Beach, FL

March 2023 - October 2024

- Supported marketing initiatives, focusing on outreach and engagement.
- Developed targeted prospect lists and databases to identify and cultivate potential client and sponsor relationships.
- Researched and compiled detailed information to support outreach and funding efforts.
- Executed marketing campaigns across social media platforms to drive engagement and communication.
- Created promotional materials to support marketing objectives

Education

Southern New Hampshire University

Master of Science, Marketing
Concentration: Social Media Marketing
Anticipated Start: November 2025

Southern New Hampshire University

Marketing
4.0 GPA
Bachelor of Science
January 2023 to October 2025

Pursuing a business-related degree, developing a strong foundation in market dynamics, consumer behavior, and communication strategies relevant to client interaction and needs assessment.

Certifications

Fundamentals of Digital Marketing

Google
March 2023

Social Media Marketing

HubSpot Academy
June 2025

Skills

Marketing & Professional

Digital Advertising, Social Media Marketing, Brand Management & Redevelopment, Email Marketing, Client Prospecting & Outreach, Market Research, Relationship Building, Process Streamlining

Technical & Analytical

SEO Management, Website Performance Optimization, Web Development, Data Compilation & Analysis, Database Building & Management, Open-Source Software & Self-Hosted Applications, Microsoft Office Suite, Adobe Creative Suite