

Lee Kelly

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Experience

Daytona Employment

Marketing Manager
Daytona Beach, FL

October 2024 - Present

- Develops and executes marketing strategies for Daytona Employment and its diverse client portfolio across various industries.
- Utilizes strong problem-solving abilities to address business challenges effectively.
- Collaborates proactively with team members to achieve shared objectives.
- Gains experience in digital advertising strategies and SEO management.

The Crypto Merchant

Digital Marketing Assistant
Daytona Beach, FL

April 2024 - October 2024

- Managed social media marketing campaigns to drive engagement and communication for a leading cryptocurrency hardware wallet retailer.
- Developed and executed targeted digital advertising strategies to increase brand awareness and sales.
- Analyzed campaign performance data to provide insights and recommendations for future marketing efforts.
- Created and curated engaging content for various social media platforms, resulting in a 15% increase in follower engagement.

Raasta Deals

Marketing Coordinator
Daytona Beach, FL

November 2023 - April 2024

- Supported marketing initiatives with a focus on outreach and engagement for the e-commerce platform.
- Developed targeted prospect lists and databases to identify and cultivate potential client relationships.
- Executed email marketing campaigns to nurture leads and drive customer retention.
- Researched and compiled detailed information to support outreach and funding efforts.

MacData Background Screening

Marketing Associate
Daytona Beach, FL

May 2023 - November 2023

- Contributed to the development of B2B marketing strategies aimed at increasing client acquisition.
- Created promotional materials, including brochures and digital presentations, to support sales and marketing objectives.
- Assisted in managing the company blog and implementing basic SEO strategies to improve online visibility.
- Conducted market research to identify industry trends and competitor activities.

Education

Southern New Hampshire University

Marketing
President's List (all semesters), 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

Client Prospecting & Outreach, Social Media Marketing, Digital Advertising, Relationship Building, Customer Service Excellence, Strong Communication Skills, Team Collaboration, Problem Solving, Results-Drive, Strong Work Ethic & Proactive, Time Management & Detail-Oriented

Technical & Analytical

Market Research, Data Compilation & Analysis, Database Building & Management, SEO Management, Web Development, Open-Source Software & Self-Hosted Applications, Microsoft Office Suite, Google Drive