



KARI KEIL

CONTACT:

Jacksonville, FL
(615) 785-7650
studiokeil.kari@gmail.com

EDUCATION:

Bachelor of Fine Arts
Middle Tennessee State University
2010-2014

CERTIFICATIONS IN:

Hubspot
Storybrand & Business Made Simple
Crucial Conversations

TOOLS:

- **Project Management**
ClickUp, Teamwork, Basecamp, Monday, ProWorkFlow
- **Creative**
InDesign, Illustrator, Photoshop, XD, Lightroom, Canva
- **Google**
Gmail, Docs, Sheets, Slides, Forms, Drive, Analytics, Search Console, Business Pages, Ads
- **Microsoft**
Word, Excel, Powerpoint, Teams, Sharepoint, Outlook
- **Hubspot: All tiers**
Marketing, Sales, Content, and Operations Hubs along with managing integrations to connect other martech tools
- **Other CMS**
Wordpress (with Elementor, Divi, X Theme), Squarespace, Wix
- **Online Course Platforms**
Teachable & Thinkific
- **Email & Contact Management**
Mailchimp, Constant Contact
- **Other File Storage**
Dropbox, WeTransfer
- **Lucid Chart**
- **AI Tools**
ChatGPT, HubSpot, Jasper
- **Password Management**
1Password, LastPass
- **Zapier**
- **SEMRush**
- **Social Media Accounts and Business Managers**
LinkedIn, Meta, TikTok, Bluesky, Twitter (X)
- **Other Communications**
Zoom, Loom, Slack

SUMMARY:

Motivated and skilled professional with a sunshine personality. I take on new challenges consistently and not only know the ins and outs of how to accomplish organizational goals; I produce quality, and on time, work no matter my role.

WORK EXPERIENCE:

Inbound Marketing Specialist

Clariant Creative Agency

Remote, Company based in Chicago, Illinois • February 2023 - February 2025

- Managed multiple enterprise level (mostly B2B tech) marketing accounts from strategy ideation, through production, to reporting and optimization. I handled direct communication with the clients, leading weekly status calls and daily communication for production and troubleshooting needs, while keeping leadership informed. I managed the internal production team as well as external vendors and partners to execute on comprehensive marketing, sales, and customer support initiatives.
- On-boarded multiple companies to HubSpot via the Partner Scaled On-boarding (PSO) program
- Built and implemented internal and external facing process improvements and templates to improve productivity

Marketing Project Manager

Business Builders (previously Design Extensions)

St. Augustine, Florida • September 2018 - February 2023

Started as a Senior Designer and progressed to Marketing Project Manager

I also worked as a contracted designer before I was an internal employee, starting from early 2015.

- Design for a diverse client set with custom marketing agreements
- Management of team & client relationship, goals, and the work that gets us there from on-boarding to planning to campaign completion/on-going optimization and rebooting that process when needed.
- Experience with a wide set of tools (Hubspot, Wordpress (with builders like Pro, Elementor, and Divi), Agorapulse, Teamwork, Google Suite, Adobe Creative Cloud, Mailchimp, Constant Contact, Squarespace, etc.) to set up, lead, teach, correct, complete, deliver, and measure success of marketing projects, small and large contracts.
- Consistent project success, ROCK completion (EOS/traction training), continued education goals met, constant flexibility in skills and learning to accommodate a growing field of work and client list.
- Consolidated file storage from multiple inaccessible platforms into a single Google Shared Drive and built process documentation to improve productivity and collaboration

Promotional Graphic Designer at Crystal Clear Digital Marketing

Orlando Florida • June 2018 - September 2018

- Designed promotional emails for clients that were resized and posted by me on their site (post & slider), sent out to their client base, and social media accounts.
- Direct communication to clients through help desk and keeping track of phone calls for specific client projects I was personally requested to work on.
- HIPAA Training
- Quickly adapted to their in house software and system of doing things to provide work just as quickly and matching/exceeding quality standards.

Project Manager at Navigation Advertising

Murfreesboro, Tennessee • January 2015 - June 2018

I started as a graphic designer right out of college and ended there as a Project Manager in title, but in reality I was running the majority of their business. They still call me for tips and references.

- Raised company profits through detailed record keeping, organization, and keeping track of billing
- Ad design for print & digital uses, brand collateral, promotional materials, web page composition, email marketing, print and digital book layout, social media management
- Website design, development, and management with SEO best practices
- Communication with team members (every step from strategists, copywriters, designers, etc) & vendors to keep projects moving forward. Also client communications/coordinating approvals and assuring satisfaction that resulted in positive reviews.
- Familiarized and transferred company workflow from paper to ProWorkFlow project management site.

REFERENCES:

- [John Edmondson](#)
- [Sara Schleicher](#)
- [Jessica Utter](#)
- [Alex Petrenko](#)
- [Will Redick](#)