

## EXPERIENCE

# KELLY RIDDLE

Creative Visionary  
Incisive Brand Strategist  
Passionate + Driven Collaborator  
Inspiring + Proven Hands-On Leader  
Retail Brand Transformation + Direction  
Marketing Communications + Planning  
Customer Experience Management  
Content Marketing + Digital Storytelling  
Award-Winning Visual Designer  
Event Marketing + Public Relations

[KELLY-RIDDLE.COM](http://KELLY-RIDDLE.COM)

### CHIEF MARKETING OFFICER GOPLAY ADVERTISING

2005-2009  
WINSTON-SALEM, NC

Oversaw business strategy and creative direction of brand marketing campaigns for regional and national companies, including production and circulation of two monthly statewide magazines.

- Maintained client and business relations from presentation through implementation of marketing concepts
- Led a diverse team of designers, photographers, content writers, and brand strategists

### SR. DIRECTOR GLOBAL BRAND MARKETING & COMMUNICATIONS KINDERMUSIK INTERNATIONAL

2018-2021  
GREENSBORO, NC

Responsible for marketing, brand strategy, and corporate communications, for multi-faceted company serving music studio owners, school systems, and families around the world.

- Established lead generation and nurturing campaigns that accelerated channel growth
- Spearheaded business model overhaul to reach next-generation consumers and launched new app, reaching 28K downloads in first quarter
- Directed collaborative co-branding initiatives with Disney Junior and Amazon Prime Video
- Navigated COVID-19 budget cuts by creating and nurturing over 10,000 new organic leads, producing viral social campaigns, and creating content to promote positivity, maintain customer loyalty, and sustain company through changing landscape
- Led collaborative team of videographers, photographers, content marketing strategists, and social and digital marketing managers

### DIRECTOR OF CREATIVE SERVICES TANGER OUTLETS

2013-2018  
GREENSBORO, NC

Responsible for brand management and creative direction across all consumer touchpoints for 44 shopping centers in 22 U.S. states and Canada.

- Directed strategy, communication and execution with multiple agencies and vendors as well as hands-on leadership of creative professionals
- Established and maintained brand identity, communications and consumer experience for retail, special events, grand openings, tradeshow, and onsite interactive experiences
- Increased traffic, average spend and customer retention by development engaging cross-platform campaigns, and incentive/loyalty programs, based on consumer insights
- Managed design and execution of successful co-branding campaigns with partners including *People*, *InStyle*, *Southern Living*, *Real Simple*, *StyleWatch*, *Oprah*, *The Food Network*, *HGTV*, *The Property Brothers*, *Fixer Upper*, *Nascar*, *Nike*, *Under Armour*, *Gap*, *Yankee Candle*, *Banana Republic*, *J.Crew*, *DVF*, *Coach*, *Polo Ralph Lauren*, and more

### CREATIVE & COMMUNICATIONS MANAGER HATCH EARLY LEARNING

2009-2012  
WINSTON-SALEM, NC

Tasked with overhauling company branding, positioning Hatch as the leader in development of early learning technology for school systems, contributing to 15% increase in annual revenue.

- Led marketing strategy with focus on customer engagement and loyalty
- Directed creative campaigns, ecommerce, social media, trade exhibitions, lead nurturing and direct mail, including budget, product, and CRM management
- Inspirational leader of agency partners and in-house team of graphic artists, photographers, developers, content writers, brand strategists, and event managers
- Managed partner campaign with ABC's *Extreme Makeover: Home Edition* to renovate The Lighthouse School, a Memphis-area preschool which was devastated by floods

### ART DIRECTOR MCCLEESE MARKETING

2003-2005  
WINSTON-SALEM, NC

Developed marketing strategies, branded materials, and media campaigns for dozens of retailers and corporations.

- Managed content writing, editing, and graphic design of consumer and corporate communications materials for Hanesbrands, Sara Lee, Wachovia, BB&T, and more
- Created interactive digital experiences, special events, signage, Web and print materials, plan-o-grams, point-of-purchase displays, and more

### PRODUCTION MANAGER DENNIS PUBLISHING

2001-2003  
NEW YORK, NY

Managed advertising, circulation, marketing, and editorial departments to administer publication of 4 national magazine titles: *Maxim*, *Stuff*, *Blender*, and *The Week*.

- Oversaw all details of production including multi-million dollar budget, vendor relations, and partner advertising campaigns
- Collaborated with internal teams to concept and design promotional materials and special events with major international brands

## ACHIEVEMENT

# KELLY RIDDLE

## TECHNICAL SKILLS

ADOBE CREATIVE SUITE  
MICROSOFT OFFICE  
GOOGLE ANALYTICS  
HUBSPOT / SALESFORCE  
ASANA / JIRA  
WORDPRESS / WIX  
UNBOUNCE / SHOPIFY

**KELLY-RIDDLE.COM**

### **TANGER EXPERIENCE AWARD**

#### **TANGER OUTLETS BIENNIAL EPIC AWARDS**

Biennial award which recognizes a Tanger employee whose presence on the team results in a positive work-life experience for coworkers. The award recipient is a person who innately demonstrates the type of teamwork that creates cohesiveness and positive and productive working relationships between corporate departments and center teams.

### **EMERGING LEADER**

#### **TANGER OUTLETS PRESIDENT'S ROUNDTABLE**

Recognized as an emerging leader and contributed to business strategy roundtable discussions with President and Chief Executive Officer, Chief Marketing Officer and Chief Operations Officer, and other key leaders.

### **SPECIAL ACHIEVEMENT AWARD**

#### **DALE CARNEGIE LEADERSHIP TRAINING**

Awarded 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 as well as 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 New York City's Diamond District.

### **SILVER TELLY AWARD**

#### **WEPLAYSMART TECHNOLOGY**

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 in a school environment.

### **MANAGEMENT TEAM LEADER**

#### **HATCH EARLY LEARNING**

Elected to serve as a key contributor to the Hatch Management Team, where I was a leader of the benefits committee, spearheaded a new hire peer mentor program, developed the company's core values program and branding and participated in overall business strategy based on metrics and consumer insights.

## EDUCATION

### **B.S. JOURNALISM AND COMMUNICATIONS DESIGN**

#### **OHIO UNIVERSITY**

1996-2000

Minors in English/Creative Writing  
and African Studies

### **CERTIFICATE OF LEADERSHIP AND MANAGEMENT**

#### **DALE CARNEGIE**

2011-2012

Focus on leading cross-functional teams  
and presentation skills

## COMMUNITY INVOLVEMENT

### **COMMUNICATIONS DIRECTOR**

#### **ORYA BOARD OF DIRECTORS**

2017-present

Serve as key leader and decision maker. Responsible for all branding, communications, web development, advertising, community partnerships, and social media engagement for regional youth association.

### **ADVISORY BOARD MEMBER**

#### **OAK RIDGE PARKS & RECREATION**

2020-present

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