

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

Emerald X (NYSE:EEX)

2021-Present

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

Director of 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. Supported \$120M exit and was retained post-transition as a core brand leader.

Head of Global Brand Marketing + Communications

Kindermusik International (ESOP)

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.

Creative Director

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**

Managed 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.

Marketing Manager | Creative Director

Hatch Early Learning Technology

2009-2012

Brands: **iStartSmart** | **TeachSmart** | **wePlaySmart** | **Instant Classroom**

Media Partnerships: **ABC's Extreme Makeover: Home Edition**

Led 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.

Chief Marketing Officer | Co-founder

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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RECENT ACHIEVEMENTS

- > Elevated marketing sales revenue by **+9% YOY**, driving multi-million dollar profits.
 - > Increased **marketing-qualified leads (MQL)** via email by **+68%** in Q3 and Q4.
 - > Created re-engagement campaign that **reactivated +19.4%** and **converted +6.8%**.
 - > Revamped product into an e-commerce subscription model that generates automated revenue and **increased customer lifetime value (CLV) by +175%**.
 - > Spearheaded influencer partnerships with key figures including Carmelo Anthony, Al Harrington, Xzibit and Mike Tyson that produced **+24M organic impressions**, quadrupled interactions and doubled social reach.
 - > Launched a Content Creator program and content strategy that generated **+4.7K media mentions** and **+3.3B total reach** in Q3 and Q4 of 2024; Secured coverage in in major media outlets including Forbes.
 - > Generated significant increases including **+199% YouTube subscribers** and **+245% organic video views**, **+189% Instagram engagement** after implementing award-winning video series and brand strategy.
 - > Generated **+2,500+ leads monthly** for industry events and secured opt-ins for **+53K+ new subscriptions annually** for newsletters and digital courses.
 - > **Doubled click thru rate (CTR)** for newsletters through data-driven content and design changes as well cadence restructuring.
 - > Drove **+10K organic leads** during COVID-19, **converting +14%** to paid customers.
 - > Led business model overhaul to attract next-generation consumers, driving **+28K app downloads** in a single quarter.
 - > Recognized in 2024 among the top 100 trade shows in the world for **"Most Extreme Social Media Results"** and **"Best Marketing."**
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AWARDS

**Most Extreme
Results from
Social Media**

[Trade Show Executive
Magazine](#)

**Best Marketing
Finalist**

[Trade Show News
Network](#)

**Tanger
Experience
Award**

[Tanger Outlets
Biennial Epic Awards](#)

**Special
Achievement
Award**

[Dale Carnegie
Leadership Academy](#)

**Best in Show +
Gold Award**

[ADDY Awards](#)

Silver Award

[Telly Awards](#)

EDDIE Award

[Education Software
Awards](#)

COMMUNITY

Advisory Board Member

[Oak Ridge Parks & Recreation](#)

Communications Director

[Oak Ridge Youth Association](#)

CMO | Co-founder

[NC3 Chamber](#)

Team Member

[Toastmasters](#)