

KEELY LEWIS

ACCOUNT & CONTENT MANAGER

OBJECTIVE

Driven by my media, art, and communications interests, I excel in guiding marketing partnerships, branded content projects, and social media campaigns. I aspire to create engaging and meaningful work.

SKILLS

Marketing and Promotion
Project Management
Social Media
Email Marketing
Newsletter Creation
Mailchimp
Partnership Development
Event Production
Google Suite
Google Analytics
Microsoft Office
Asana
Keynote
Canva
Digital & Film Photography
Digital Illustration - Procreate
Basic Adobe Premiere

EXPERIENCE

Account & Content Manager

DoTheBay - Dec 2019 to Present

- Manage marketing partnership deliverables with brands, events, and venues across the Bay Area to promote unique experiences to DoTheBay's audience of 500,000+ users
- Effectively and consistently communicate updates and project needs with clients to keep campaigns on track
- Oversee 20+ digital campaigns across social platforms and newsletters a month
- Monitor pacing and performance of programs, evaluating insights on reach and engagement to optimize campaign success and develop best practices for future programs
- Stay up-to-date on trends and analyze insights to determine audience interests and advise on the development of engaging content strategies
- Participate in creating/writing for social channels, newsletters, and event listings
- Perform daily community management and website maintenance

Account Manager

Previously Sponsorship Intern, Business Development Coordinator

Noise Pop Industries - Jul 2018 to Present

- Manage sponsorships for Noise Pop produced music events: Noise Pop Festival, 20th Street Block Party, Treasure Island Music Festival, and more
- Work alongside production and marketing teams to align on sponsor onsite activation needs and marketing goals
- Identify potential sponsors and maintain relationships with existing ones
- Manage the creation and design of all Noise Pop Industries presentations including media kits, pitch decks, and event recaps

Office/Administrative Assistant

Swirl McGarryBowen - Contract - Aug 2017 to Mar 2018

- Prepared meetings, coordinated employee experience programming, managed supply inventories, and directed visitors/calls

Office Manager

Mekanism - Temp - Apr to Jul 2017

- Assisted Executives, spearheaded internal events, monitored supply inventories, and performed research/tasks in support of advertising projects and pitches

EDUCATION

Bachelor of Arts in Communication

Business + Digital Video & Film Production Minors

University of California, San Diego

3.5 GPA - 2012 to 2016

Certificate in Creative Producing

University of California, Los Angeles Film & Television Summer Institute

4.0 GPA - Summer 2015

London School of Economics Summer School

Leadership in Organizations, The International Business Environment

3.9 GPA - Summer 2014