



KELSEY KITCHEN WAS

WORK HISTORY

MARKETING PROFESSIONAL & CO-OWNER OF GET HITCHED WITH RICH & KITCH™



PERSONAL PROFILE

Wedding coaching company owner & accomplished marketing manager with 7+ years of experience in the marketing & advertising industry.



HIGHLIGHTED SKILLS

- Copywriting
- Blog Writing
- Content Creation
- Website Design
- Social Media Management ([Instagram](#), [TikTok](#), [Pinterest](#), [Facebook](#))
- Microsoft Office Suite
- Google Drive
- Slack
- Adobe Illustrator & Lightroom
- Canva
- Wix & Kajabi



CONTACT INFORMATION

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 LinkedIn: [Kelsey Kitchen Was](#)

CO-FOUNDER & CEO | [KITCHENSINKIT LLC](#)



2020 to Present

My husband & I (Rich & Kitch) help engaged couples wedding plan with ease with our online wedding planning course & virtual coaching sessions, allowing brides & grooms to stay organized from "yes" to "I do."

My responsibilities include:

- Plan & coordinate day-of weddings
- Virtually coach/counsel engaged couples throughout wedding planning
- Created online course: Get Hitched With Rich & Kitch™ Wedding Planning Playbook
- Manage @kitchensinkit Instagram by writing post copy, taking photos, editing images in Lightroom, & taking/editing videos for Reels & TikToks
- Write & send weekly email newsletters using Kajabi
- Create landing pages for free offers to collect email addresses
- Oversee website design & maintenance
- Create copy for blog posts & follow SEO guidelines when posting blogs
- Graphic design images for social media & blogs using Adobe Illustrator & Canva
- Manage Google Ads campaigns

MARKETING DIRECTOR | [USA MOBILE DRUG TESTING](#)

2020 to Present

- Manage social media (LinkedIn, Facebook, & Twitter) & post on each 2x/week
- Write, SEO optimize, & publish blog posts on WordPress once a month
- Implemented & manage Mailchimp email marketing & write monthly email newsletters

SR. MARKETING MANAGER | [ADVANCED CONTEXTUAL](#)

2014 to Present

- Oversee website design & maintenance
- Create copy for blog posts & follow SEO guidelines when posting blogs, 3x/week
- Manage LinkedIn, Facebook, Instagram, & Twitter by writing post copy & scheduling posts in Later, 3x/week
- Graphic design images for social media & blogs using Adobe Illustrator & Canva
- Analyze website data using Google Analytics to inform content creation strategies
- Monitor website prospects & leads in Hubspot
- Create specific landing pages for Google Ads campaigns in Wix & Hubspot
- Adapt to market changes & industry needs by frequently updating messaging, one sheets, & proposal decks
- Develop new case studies based on client's campaign performance
- Curate custom proposal decks in response to client RFPs for Advanced Contextual's managed service & display advertising offerings
- Analyze data in our proprietary platform to come up with custom insights brands can implement into their campaigns

EDUCATION

[KELLEY SCHOOL OF BUSINESS, INDIANA UNIVERSITY](#)

Bachelor's Degree, Marketing, 2014