

KELI PERRY



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479.280.2414

EDUCATION

2015 - B.A. Print Journalism, Arkansas Tech University

2025 - M.A. Communication Studies, Arkansas State University

PROFESSIONAL SUMMARY

Strategic communications leader with expertise in executive messaging, crisis communications, and multi-channel communication strategy across complex, multi-stakeholder environments. Proven ability to translate business priorities into clear, aligned messaging that drives engagement, supports organizational change, and strengthens brand authority. Experienced in regulated and operationally complex environments, with a focus on building scalable communication systems that connect leadership vision to execution.

CORE COMPETENCIES

Strategic Communications: Executive Messaging | Engagement | Change Management

External & Brand Communications: Media/Ad | Press Releases | Public-Facing Messaging

Internal Communications: Organizational Alignment | Town Halls | Change Communication

Operations & Systems: HubSpot | Campaign Architecture | Cross-Functional Alignment

PROFESSIONAL EXPERIENCE

MCS | Marketing Manager | Remote | Apr. 24 - Apr. 26

Strategic Impact: *Elevated communications from campaign-based execution to structured, enterprise-aligned messaging systems supporting organizational clarity and growth.*

- Led strategic communications initiatives across Mortgage, Commercial, Residential, and Government business lines, aligning messaging with priorities and objectives
- Developed executive communications and leadership messaging, including town halls, internal employee newsletters, and cross-functional updates to ensure clarity
- Built integrated communication ecosystems (webinars, newsletters, digital campaigns, and content hubs) to support engagement, education, and lifecycle performance
- Implemented intent-informed communication strategies, aligning messaging with audience behavior and engagement signals to support development and prioritization
- Developed structured communication frameworks and knowledge resources, improving consistency across internal and external messaging channels
- Supported time-sensitive and high-priority communications, ensuring clarity and coordination across teams during critical initiatives

ACDI | Content Strategy Manager & Marketing Ops | Benton, AR | Sept. 17 - Mar. 24

Strategic Impact: *Built communication systems and frameworks that improved organizational alignment, strengthened stakeholder engagement, and supported the successful execution of business-critical initiatives.*

- Developed and executed strategic communications across internal and external channels
- Ghostwrote executive communications and stakeholder messaging, ensuring consistency, clarity, and alignment with organizational objectives
- Managed external communications, including press releases, media coordination, advertising content, and public-facing messaging
- Led time-sensitive/high-risk communications for operational/security-related events
- Designed and implemented a client-facing change management framework, improving adoption of new software solutions and increasing stakeholder buy-in
- Developed crisis communication plans, messaging templates, and response frameworks, enabling faster, more consistent communication during critical events