

KELI PERRY



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479.280.2414

EDUCATION 

2015 - B.A. Print Journalism Arkansas Tech University

2025 - M.A. Communications Studies Arkansas State University

PROFESSIONAL SUMMARY

Strategic marketing leader specializing in multi-site, multi-service organizations, with a focus on aligning content, data, and operations to drive measurable business outcomes. Experienced in building scalable marketing systems, translating market signals into actionable strategy, and supporting revenue teams through targeted campaigns and content ecosystems.

CORE COMPETENCIES

Marketing Strategy & Growth: Integrated Campaigns | ABM | Buyer Intent & Signal Analysis

Marketing Operations: HubSpot | Automation | Workflow Optimization

Content & Communications: Multi-Channel Strategy | Thought Leadership | Sales Enablement

PROFESSIONAL EXPERIENCE

MCS | Marketing Manager

Lewisville, TX (Remote) | April 2024 - April 2026

- Built and executed multi-channel campaign strategies across Commercial, Residential, and Government business lines, aligning marketing efforts to revenue priorities
- Launched four segmented newsletters, establishing a high-performing, low-volatility engagement channel that outperformed standard campaigns
- Developed targeted drip campaigns to support SFR wallet expansion, enabling more strategic outreach to underutilized accounts
- Applied intent-informed marketing approaches by aligning content with engagement signals to support sales prioritization
- Supported development of a scalable FAQ-driven knowledge base, improving website experience and chatbot functionality
- Produced executive communications and brand storytelling assets, including town halls and video content, aligning messaging across leadership
- Built structured, multi-asset campaign ecosystems (webinars, downloadable resources, and short-form content) to extend engagement and improve lifecycle performance

Strategic Impact: Built structured marketing systems that transformed fragmented efforts into aligned revenue-driving execution.

ACDI | Content Strategy Manager | Marketing Operations

Benton, AR | September 2017 - March 2024

- Managed marketing operations workflows, improving project visibility and execution
- Developed multi-channel content strategies to support brand growth and campaigns
- Led digital content and social media efforts, strengthening presence and engagement
- Managed website content and digital asset systems to support scalable marketing ops
- Supported sales and account management by coordinating customer communication and internal workflows across the sales lifecycle, improving efficiency and supporting client retention and revenue operations

Strategic Impact: Connected marketing operations, content strategy, and sales workflows to improve execution consistency, scalability, and alignment with business needs.