

# Kelsey Eversole

Marketing Growth Strategist

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## Experience

### **Marketing Manager, Audiochuck (April 2024–Present)**

- Oversee all paid marketing for Audiochuck, including paid Meta, paid TikTok, paid YouTube, paid Search, and out-of-home campaigns
- Strategize audio placements internal and external to the network to promote all Audiochuck podcasts
- Build and execute email and SMS marketing strategies for shows across the network, including *Crime Junkie*
- Manage and optimize web content for 10+ podcasts across the network on WordPress sites
- Strategize and support new podcast launches, including 2 shows that reached #1 on Apple Podcasts
- Leverage existing data to create quarterly cross-channel campaigns for sustainable listenership growth
- Analyze monthly marketing efforts for 3 high-priority shows and present findings to hosts and leadership
- Collaborate daily with internal and external stakeholders to communicate progress toward goals and achieve KPIs
- Crafted and executed a cross-channel marketing strategy for a 17-city podcast tour
- Crafted and executed a marketing strategy for Ashley Flowers' latest novel, reaching #4 on the *New York Times* Bestseller List

### **Digital Marketing Manager, Crew Carwash (August 2022–April 2024)**

- Developed strategy for paid digital and email campaigns based on previous performance data
- Analyzed sales data to evaluate campaign ROI and make recommendations
- Presented campaign analyses to internal stakeholders
- Communicated the Crew Carwash story to new and existing markets with over 45 locations
- Oversaw social media strategy, copy, and creative

### **Digital Marketing Manager, We Grow Hair Indy (February 2022–August 2022)**

- Planned strategic email campaigns and created necessary content, including copy and landing pages
- Created marketing funnels to drive and convert leads
- Managed the digital advertising budget by analyzing key metrics and adjusting strategies to hit designated KPIs

### **Digital Content Specialist, Purdue Federal Credit Union (January 2020–February 2022)**

- Collaborated with agency partners to develop the new PFCU website, including optimized written content for over 100 webpages
- Developed social media strategy and planned content to achieve promotion goals
- Collaborated with product owners to develop accurate and educational web content within a highly regulated field
- Created written content for blogs, social media, video scripts, email campaigns, and print materials

### **Content Strategy Manager, Treefrog Marketing (May 2018–January 2020)**

- Developed marketing strategies to move prospects through the sales funnel
- Created strategic, optimized content for websites, blogs, social media, and videos
- Developed email marketing campaigns and crafted all supporting content

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## Education

### **Purdue University, West Lafayette**

Bachelor of Arts in Communication (Public Relations)

GPA: 3.97