

# KELSEY NORTEN

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**ADDRESS:** 4830 Meredith Way #202 Boulder, CO 80303

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## EDUCATION

**Arizona State University**  
2007 - 2011 | Tempe, AZ  
Bachelor of Arts in Media Studies

## SKILLS

Social Media Planning, Strategy & Execution	Wordpress Knowledge
Content Management	Digital Influencer Expert
Client-Based Content Curation	Cohesive Marketing Campaign Creation
Social Analytics Expert	Strong Knowledge of Industry Trends
Community Management Expert	Strong Project Management Skills

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## EXPERIENCE

### Life Time Fitness

April 2015 - Present | Louisville, CO

#### ***Social Media Coordinator/Digital Content Manager***

A key member of the digital services team which currently owns 23 endurance races and event series, including the Leadville Race Series, Life Time Tri and Esprit de She - the Spirit of Her Race Series, and the race timing and registration platform, Athlinks.

Manager of overall content creation/digital strategy for all digital services: Responsible for strategy, planning, curation, implementation, execution and analytics reporting.

Primary developer of annual editorial content calendar utilizing the most engaging/informative content that appeals to endurance athletes and serves as the hub for organic digital strategy across social, email and web.

Drive engagement across platforms - create a conversation, increase engagement, reach and impressions.

Handles live-action social coverage at events, emphasizing the key moments and engaging updates that make the world of endurance racing exciting with the latest technology, ie: video editing, Facebook live, Instagram, etc. Also assists in operational aspects of event planning and execution.

Lead facilitator of online community management on social channels, including answering athlete questions and resolving customer service issues on the digital end.

Executed comprehensive digital marketing campaigns that lead to four sold-out events across our event portfolio in 2016.

### Hanuman Festival

September 2013 - Present | Boulder, CO

#### ***Social Media Coordinator***

Manage social media channels - daily posts for brand, promotion of news/announcements, support for partners/sponsors/teachers, etc. and any additional promotions.

Drive engagement across platforms - create a conversation and increase likes to improve SEO results.

Manage advertising campaigns + optimize such campaigns.

Review, evaluate overall performance of profiles, provide updates and suggestions for improvement.

Produce weekly analytics recap discussing wins vs. losses, ROI and suggestions for improvement.

Manage live posting/event coverage to all social channels.

Increased Facebook engagement **65%** during 2015

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## EXPERIENCE CONTD.

### Turner Public Relations

April 2014 - August 2014 | Denver, CO

#### *Integrated PR, Social Media and Digital Communications Firm*

Created/managed social content for numerous lifestyle brand clients.

Captured social engagement/analytics to produce results for clients; identified and managed social "influencers"; blog writer for travel and lifestyle clients.

Drafted weekly press releases regarding clients' new ventures.

### Lululemon Athletica

August 2010 - September 2013 | Boulder, CO

#### *Assistant Manager / Key Leader / Educator*

Developed and managed community and store events; established project budget and timeline, assigned and tracked responsibilities; performed event post-mortem evaluation to identify future improvement opportunities.

Head of social media initiatives and strategic social media planning for the Boulder location as acting social media manager/editor; oversaw all mini-website and email marketing projects.

Compiled weekly business recap with Key Performance Indicators (KPIs) to present to regional management summarizing all business activities and tracked progress. Store achieved 95% of all monthly KPIs.

Administered store budget and oversaw the monthly profit and loss statement.

Creator of "the people team", a team who focused on enhancing the overall "people" experience and employee morale within lululemon.

Oversaw all operational and logistical aspects of the business, including financial forecasting, compliance reporting, scheduling, and budget management.

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## TRAINING AND OTHER NOTABLES

200 Hour Certified Yoga Instructor

Boulder Valley Humane Society Volunteer

Cannes International Film Festival Media Center Intern

*References are available upon request.*