

KELLIE LAMBERT

kellie@kellielambertagency.com

657-224-0933 | Orange, CA 92869 | www.kellielambertagency.com

Marketing Copywriter | Brand Voice Authority | Creative Content Developer

A proactive, creative, and strategic marketing professional specializing in crafting effective brand messages, engaging stories, and compelling content. Arresting headlines, SEO-optimized blogs, and sales-focused support materials are all part of telling the story and creating the ideal message that sells. Always committed to branding consistency and reaching organizational and project objectives under demanding deadlines. Detailed, strong manager, team builder, and strategic planner.

CORE COMPETENCIES

- Creating & Maintaining Consistent Brand Voice
 - Strategic & Creative Analysis
 - Versatile Wordsmith
 - Conversion Copywriting, Proofreading, Editing
 - Content Development & Management
 - Detailed Project Leadership & Execution
-

PROFESSIONAL EXPERIENCE

KELLIE LAMBERT AGENCY, Orange, CA - Copywriting and Branding 2016 - Present

OWNER/FREELANCE CONSULTANT

Marketing copywriter, branding specialist, and content strategist for Lifestyle, Beauty, and Wellness Markets. Craft compelling content and targeted messaging to grow brand exposure and increase sales.

KERSTIN FLORIAN INTERNATIONAL, Lake Forest, CA – Luxury Skincare & Spa Products 2009 - 2022

DIRECTOR OF PRODUCT MARKETING & DEVELOPMENT

Featured Projects: Essentials Skincare & Body Care, Correcting Skincare, Caviar Skincare, ANDA Skincare

Responsible for strategic brand vision, global marketing, advertising, and product innovation. Write, edit, and provide creative direction for all aspects of brand communication through digital, packaging, product descriptions, sales collateral, and consumer outreach.

- Essential strategic & creative lead in redesign and expansion of e-commerce platform, resulting in 50% increase in channel revenue in 3 years
- Lead content creator of packaging copy and product education materials for global sales & education

THE EDAY GROUP, Huntington Beach, CA – Prestige Lip & Nail Care Cosmetics 2005 – 2008

MARKETING CONSULTANT

Featured Projects: Nailtini, Liptini, Eyetini

Partnered with founder to develop new product concepts, formulations, and promotional plans. Managed celebrity, media, and promotional events. Conceptualized and wrote marketing promotional plans to support new and existing distribution.

MARKWINS, Diamond Bar, CA – Retail Cosmetics 2004 – 2007

MARKETING CONSULTANT / BRAND STRATEGIST

Featured Project: Fresh Face

Spearheaded, managed, and executed new product creation from concept through launch. Created brand concepts, voice, strategy, packaging copy, and item positioning.

KELLIE LAMBERT

kellie@kellielambertagency.com

657-224-0933 | Orange, CA 92869 | www.kellielambertagency.com

NEW COSMAR CORPORATION, Huntington Beach, CA – Beauty Care Manufacturer 2001- 2004

MARKETING CONSULTANT / BRAND STRATEGIST

Featured Project: Frills

Overall brand management, new brand development, creation of brand strategies, marketing plans, pricing, sales presentations, and new product launches.

INGRAM MICRO, Santa Ana, CA – Global Wholesale Distributor of Technology Products 2000 - 2001

MARKETING MANAGER II

- Worked with Tier One vendor (\$160MM in sales) — responsible for \$3MM marketing budget.
- Achieved 10% increase in marketing budget for top vendor through incremental plan recommendations.
- Appointed as lead chairperson for marketing programs committee.
- Successfully led planning committee for executive-level Ingram Micro/vendor event.
- Department lead contact for top-initiative customer programs.

ADVANCED RESEARCH LABORATORIES, Costa Mesa, CA – Retail Hair and Skin Care 1996 - 2000

MARKETING MANAGER

- Responsible for managing company's flagship brand and four additional hair care lines, representing 52 SKUs and over \$55MM in annual sales
- While managing brand, business grew an average of 15% each year, up 30% in 2000.
- Achieved a 52% increase in dollar sales of struggling brand by sharpening strategic marketing and product message. Revamped package design, advertising strategy, and product formulations.

COSMAR CORPORATION, Huntington Beach, CA – Retail Nail Care 1993 - 1996

ASSISTANT BRAND MANAGER

Assisted in product development, planning, positioning, promotional support, and market research.

DKN MARKETING GROUP, Irvine, CA – Promotional Agency 1991 - 1993

ACCOUNT EXECUTIVE

Developed & implemented regional and national promotions for accounts including Nestle USA, Dollar Rent-A-Car, Mitsubishi Motors.

EDUCATION

Bachelor of Arts | *Major:* Journalism, Public Relations emphasis | *Minor:* Marketing

California State University, Long Beach, CA

PROFESSIONAL ORGANIZATIONS & CERTIFICATIONS

- State of California, Esthetician #40380, May 2001
- DigitalMarketer - Direct-Response Copywriting Specialist, April 2020
- CopyHackers - Copy School, Continuing Education
- AWAI (American Writer's and Artists) Circle of Success, 2018
- BIW, Cosmetics & Beauty Network
- Lion's Heart Volunteer Organization