

KELLIE STREAT

ADVERTISING & BRAND COMMUNICATIONS EXECUTIVE

CONTACT

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LinkedIn:

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Location:

Atlanta, GA

EDUCATION

B.B.A. – Marketing and Finance

Emory University

EXPERTISE

- Advertising
- Brand Management
- Creative Development
- Digital Marketing
- Social Media
- Consumer Insights
- Project Management
- Partnerships
- Agency Management
- Content Marketing

PROFILE

An award-winning advertising leader with expertise developing brand communications strategies that drive awareness, positive perceptions and conversions. Agile with a curious spirit that leads to strategic, out-of-the-box solutions that solve business challenges. Especially skilled at relationship building across organizations and teams. Exceptional interpersonal communications skills with a proven track record of getting results.

EXPERIENCE

Global Advertising Manager

UPS, 2021 – Present

Responsible for paid advertising strategy, creative development and implementation of targeted media buys. Deliver brand-building performance campaigns that drive revenue growth and preference for UPS.

- Manages agency partners to develop and implement break-through campaigns across social and programmatic display.
- Leverage consumer insights, market trends and data analytics to build audiences and develop campaign strategy.
- Collaborates with key Marketing and Communications stakeholders to develop integrated campaign across owned, earned and paid channels.
- Launched 'Proudly Unstoppable, a campaign amplifying minority-owned small businesses, that drove over 200M impressions and 263K engagements.

Global Brand Manager

UPS, 2019 – 2020

Oversaw global brand management team and in-house creative development. Responsible for implementation of naming and brand architecture and accurate application of brand guidelines across all communication touchpoints.

- Established process improvements that led to a 40% increase YoY in creative output with emphasis on quality control and creative excellence.
- Co-led RFP for agency to lead brand guideline update to reflect company-wide brand transformation.
- Created 2020 Wishes Delivered Campaign with stories that landed in culture and increased positive engagements; generating 20.8M video views, 260k shares and 7.3% brand lift.

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ACHIEVEMENTS

- 2021, Webby's People's Voice Winner – UPS 'Wishes Delivered'
- Named to the 2017 Brand Innovators Top 40 under 40
- 'AT&T Thanks' cinema campaign received the 2017 D&AD Pencil Award in Film Advertising
- Spearheaded campaign that drove AT&T to the top of Sysomos Elite March Madness Brands

EXPERIENCE *(continued)*

VP, Account Director, Social Media Strategist

Mastermind Involvement Marketing, 2017 – 2019

Led design of Bayer Animal Health brands integrated social strategy to increase share of voice, brand affinity and engagement.

- Crafted an online brand presence and content strategy that drove an increase in net sentiment, 5% higher than category average.
- Implemented KPI measurement/framework and reporting to glean insights for optimization and establish best practices.

Director, National Brand Advertising

AT&T Entertainment Group, 2016 – 2017

Developed brand strategy and content development for DirecTV to drive awareness and long-term value. Managed 7-member team, multiple agencies and collaborated with Product Marketing, Media, Legal, and P.R.

- Led development of national integrated marketing programs to increase sales and positive perceptions of video and DirecTV products.
- Partnered with agencies to develop strategic media plans to support brand programs.
- Created best-in-class creative campaigns across TV, OLV, radio, print, digital and social media.
- Managed reporting and analysis of performance providing optimization recommendations to drive brand affinity and preference.

Lead Advertising Manager

Cingular Wireless, 2007 – 2016

Managed brand strategy, creative and campaign development for National Network Advertising.

- Partnered with Network Marketing and legal to develop differentiated network claims featured in advertising.
- Managed cross-functional teams with P.R., Legal, Sponsorships, Social, and E-Com to ensure coordinated network messaging.
- Developed sponsorship advertising, including 2015 'March Madness Legends' network campaign – a top performer in social media engagement, with an 85% favorability rating that drove significant lift in AT&T brand affinity and sentiment.