

# Kelli Billstein

## Content Strategist • Writer • Storyteller

### Contact

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### Education

University of Minnesota  
**Master of Arts**  
Strategic Communication

Luther College  
**Bachelor of Arts**  
English

### Summary

I'm driven to develop strategic and empathetic content that solves problems, influences positive change, and generates excitement. I'm a brand journalist and content strategist who specializes in crafting resonant storytelling on behalf of brands. My objective is to apply 10 years of experience in editorial and marketing to work for an organization whose values align with my own.

### Experience

*January 2021-present*

Manager, Content Strategy • Marketing • Marvin

- Works cross-functionally to ensure content is on-brand and thoughtfully integrated
- Develops content calendar for Marvin blog and social media channels
- Writes editorial content for blog and thought leadership articles
- Liaises between media opportunities and in-house thought leaders to gain positive press and unique brand mentions
- Strategizes with brand experience team to ensure customer journeys are streamlined, positive, and reflective of brand pillars
- Collaborates with agency partner to develop on-brand social media content
- Identifies influencers for brand partnership opportunities and guides influencer marketing program to boost brand awareness, trust, and affinity

*January 2016-January 2021*

Communications Manager + Writer • Marketing • University of Minnesota,  
College of Continuing and Professional Studies

- Planned and implemented content marketing and strategy for organization, developing 200+ pieces of content/year, contributing to overall 42% rise in traffic
- Wrote award-winning stories to support audience journeys and build brand trust (adept at translating data and complex subject matter into compelling storytelling)
- Developed content across a range of media outputs: short and long-form articles, web content, social posts, email, white papers, blogs, magazine articles, video scripts
- Coordinated 15+ video projects each year from start to finish (ideation, script writing, shoot direction, reviewing cuts, publishing and promoting video content)
- Supported content management through monthly content editorial calendar and curates site content for optimal user experience
- Secured 20+ media placements each year as public relations lead (responsible for pitching media, responding to the media, and prepping experts for interviews)
- Participated in honing brand strategy, customer journey mapping, user experience testing, and thought-leadership endeavors
- Led ideation for messaging and copywriting in annual awareness campaigns; outputs include landing pages, digital display, and native ads
- Managed social media channels (Facebook, Instagram, Twitter, LinkedIn, YouTube), creates 500+ posts a year, and develops social strategy to support business objectives

*January 2015-December 2015*

Social Media + Content Strategist • Marketing • The Quarto Group

- Created 125 pieces of short-form blog content and amplified across social media channels for 5 nonfiction imprints
- Promoted content for new titles across 5 social channels (Facebook, Twitter, Pinterest, Instagram, Google Plus) and built relationships with influencers
- Maintained data integrity for content and e-commerce through search engine optimization, copywriting, and metadata
- Supported monthly marketing promotions and amplified book giveaways
- Managed a network of contributing bloggers and edited submitted blog posts
- Attended trade shows and events to represent the brand and deliver positive in-person customer experiences

*October 2012-November 2014*

Sr. Editor • Editorial Team • Scout Media Network

- Led video content strategy and development: wrote video scripts and acted as talent in videos delivering smart tips for home cooks and reporting live from the Home and Housewares Show in Chicago
- Coordinated video series on a variety of subjects for Cooking Club brand and developed relationships with network of food personalities in the Twin Cities
- Wrote email copy for weekly e-newsletters, wrote and curated website content, and proofread and edited quarterly issues of *Cooking Club* magazine
- Interviewed subject matter experts and wrote profile articles for magazine
- Managed social media for *Cooking Club* magazine on Facebook, Twitter, Instagram, YouTube, and Pinterest
- Attended regional trade shows, events, and media tours to track culinary trends and develop custom content for Cooking Club brand

*August 2011-October 2012*

Staff Writer • B2B Editorial Team • Exhibitor Magazine

- Wrote long-form features and case studies for award-winning monthly B2B magazine on corporate events about brands including IBM, Nestle, eBay, and Cisco
- Edited copy and managed 3 regular columns, consistently meeting tight deadlines
- Conducted research on trade show and corporate-event marketing trends and organizations, and conducted in-depth interviews with event managers for case studies and features
- Cultivated high editorial quality, attention to detail, deadline-driven work ethic
- Traveled regionally to cover trade shows as a media representative from Exhibitor
- Honed curiosity for multitude of subjects and a high standard for excellent storytelling to serve audience needs

## Key Skills

Content Marketing  
Brand Narrative  
Social Media  
Journalistic Writing  
Content Strategy  
Digital Marketing  
Video Development

## Certifications + Supporting Skills

- Google Ads Search Certification (April 2020)
- Google Analytics Certification (April 2020)
- Proficiency in AP style
- Proficiency in Microsoft Office and Google Drive
- Skilled at using Salesforce, Drupal, and Asana tools
- Familiar using Adobe Creative Suite

## Leadership

- Small business owner: Started an LLC in 2018 focused on storytelling while leading content strategy and developing stories with a heartbeat.
  - Content strategy and social media consultant for reDesignED instructional design agency (2020)
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