



# k. roadruck

CONTENT MARKETER - 6 YEARS WRITING EXPERIENCE

Kelsey is looking for an opportunity to exercise her marketing skills in support of and out of enthusiasm for her new community. She has naturally been drawn to the home and lifestyle sector. Her college gig was in real estate, she started her career at Houzz, and now she's an editor of a home and garden magazine. In an exciting time of rapid growth in the entire Triangle area, she realizes the importance and urgency to not only package Holly Springs as happy, healthy, and inclusive place to live, but to truly make it so.

## CONTACT

### Kelsey Roadruck

229 Dutch Hill Road  
Holly Springs, NC 27540  
219-742-9898  
kelseyroadruck@gmail.com  
kelseyroadruck.com

## SKILLS & INTERESTS

### Content

- Strategy (+ CMS Experience)
- Editorial articles and blogs
- Technical documentation
- UX copy

### Marketing

- Content syndication
- SEO
- Strategic partnerships and PR
- Social media

### Journalism

- Reporting and interviewing
- Writing
- Editing and fact-checking
- Multimedia (Final Cut Pro, InDesign, Photoshop)

### UX Design

- Design thinking
- Persona and storyboarding
- Development management
- Usability testing

## AWARDS

### Tech Entrepreneurship

First place for most viable startup, Sensory Buddies (April 2016)

### SPJ Best in Indiana

Second place for non-fiction magazine article (April 2016)

## WORK EXPERIENCE

### Three Ships ● Reviews Editor

Aug. 2018 - Present

Kelsey is the project manager of commercial content for House Method.

- Produce and oversee the production of commercial content
- Oversee user experience design and optimization to maximize conversion
- Grow the business while upholding our values and contributing to our culture

### Houzz ● Content Marketing Specialist

June 2016 - May. 2018

Kelsey managed content partnerships, wrote affiliate content, and optimized on-page content.

- Understood and optimized for user intent
- Researched and wrote quality, original online content
- Conducted research for website optimization and new site features
- Communicated with editors from other national publishers and brands

### Elkins Apartments ● Information Developer

Sept. 2013 - May 2016

Kelsey was the point person for content- and marketing-related projects.

- Optimized websites and online resources for tenants and vacation rental guests
- Updated technical documentation for office polices and procedures and new employee training
- Developed templates for customer service and email marketing campaigns

## EDUCATION

### Stanford University ● Continuing Studies Coursework

June - July 2018

Establishing a Creative Writing Practice

### Indiana University ● Bachelor of Arts, Journalism

Aug. 2012 - May 2016

Specializations in enterprise journalism and digital/interactive media

### ● Certificate, Informatics

Concentrations in UX design and tech entrepreneurship