



KELLY BALL

MARKETING SPECIALIST

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EDUCATION

BS STRATEGIC COMMUNICATIONS

Oklahoma State University (2011 - 2015)

- Minors in International Business & Marketing

EXPERIENCE

MARKETING SPECIALIST

Red Classic Transportation Services (April 2016 - present)

Manage quarterly internal newsletter, from brainstorming content to distributing printed copies. Create and schedule content for company social media pages, and measure performance with monthly analytics reports. Collaborate with various departments to provide marketing support. Write timely press releases to inform stakeholders of pertinent information. Assist the Marketing Manager on a variety of projects.

CLAIMS RESOLUTION ANALYST

Acosta Sales & Marketing (Jan. 2016 - April 2016)

Contract position. Validated claims for contracts between brands and retailers on consumer packaged goods. Used critical thinking skills to resolve complex claim problems. Communicated with internal and external business partners regularly for backup documentation. Was an agent for change to provide continuous improvements to the standard operating procedure. Gained a thorough understanding of the food brokerage business.

GREATER GRADS INTERN

Greater Oklahoma City Chamber (Jan. 2015 - April 2015)

Prepared marketing materials for the Greater Grads Career Fair. Created surveys and helped with post-event evaluation. Assisted with recruiting at university career fairs. Created contact lists and researched information included in materials for InternOKC summer program. Wrote content for Greater Grads website redesign. Attended various chamber events.

SKILLS

- Microsoft Office Suite
- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator
- AP Style
- Audacity
- MRI+