

Taylor M. Kelly

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EDUCATION

University of Miami Herbert Business School
Master of Business Administration
The University of Tampa
Bachelor of Science in Entrepreneurship

Miami, FL
May 2022
Tampa, FL
December 2013

WORK & LEADERSHIP EXPERIENCE

Ritani **New York, NY (REMOTE)**
Jan 2024 – Present

Senior Director of Communications

- Led the execution of an on-air deal segment partnership on Good Morning America that attributed \$450,000 in revenue within 48 hours
- Negotiated and managed a large-scale brand partnership with Jewelers Mutual that attributed up to \$50,000 in additional revenue yearly

Ritani **New York, NY (REMOTE)**
Jun 2022 – Dec 2023

Director of Organic Growth & Content Strategy

- Managed an affiliate marketing agency that was responsible for a minimum of \$12 million yearly in revenue
- Managed and supported a PR agency consistently landing multiple placements per month in high-value outlets
- Implemented and oversaw a referral program that contributed over \$400,000 in revenue within the first 6 months
- Cultivated brand partnerships from pitch to launch, including product collaborations and live activations

JANGEORGe Interiors & Furniture **Miami, FL**
MBA Summer Intern: *SEO Strategy* May 2021 - July 2021

- Developed and organized new top navigational menu for website using Shopify
- Managed SEO agency helping build domain authority and increased organic traffic
- Wrote content aligning directly with work of SEO agency
- Secured high-value press placements in outlets, including MyDomaine, NYPost, and Insider

Ritani **New York, NY**
July 2019 – April 2021

Partnerships Marketing & PR Manager

- Grew social media audience 14% and increased email acquisition 36% within first 8 months through sweepstakes and partnerships with brands including Hanky Panky, Ring Pop, and The Zoe Report
- Oversaw internal SEO initiatives, particularly backlink building for www.ritani.com, gaining 3 or more links a month (50+ DA) which included securing over 50 press placements
- Managed an affiliate program that contributed over \$500,000 towards total revenue within 8 months of implementation on Impact
- Pioneered a change to the in-person customer experience that added over 50 new U.S. locations, increasing completed sales 30% and decreased returns by 10% within 6 months

Bright Kids **New York, NY**
January 2015 - January 2019

Director of Marketing & Business Development

- Managed a marketing team of 6-8 that included copywriters, marketing coordinators, and designers while also regularly managing retail office teams of 7-10 including teachers and staff
- Created and expanded new revenue-driving division that focuses on school partnerships, created new content (i.e., training publications), that expanded annual revenue 15%
- Implemented referral program that achieved 7X ROI - 26 referrals in first 6 months with 62% conversion
- Leveraged national partnerships to create impactful content, including series, "Raising Your NYC Bright Kids," that is comprised of in-person event series that grew into monthly events with 100s of attendees, doubling online following on Twitter, Youtube, and Facebook
- Managed editorial and content calendars for the Bright Kids Blog, creating, editing, and posting weekly content, resulting in over 500 new USV each week