

Kelly A. Helmer

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SUMMARY

Marketing professional with 3+ years of experience managing CRM systems, B2B campaigns, and trade show marketing for a national manufacturing company. Experienced in HubSpot, campaign execution, and cross-functional collaboration with sales, creative, and strategy teams. Interested in bringing strategic thinking, creative insight, compassionate management, and operational marketing experience to an agency or mission-driven organization.

PROFESSIONAL EXPERIENCE

Marketing Manager

Kolbi Pipe Marker Co. · Arlington Heights, IL · February 2024 - Current

- Lead marketing operations for a 100-person manufacturing company, partnering with the VP of Sales to support lead generation and brand visibility.
- Managed the HubSpot CRM system and collaborate with the sales team to improve processes and data use.
- Planned and executed 4 national trade show campaigns annually, managing logistics, marketing assets, and budgets of approximately \$20K per event.
- Developed an award-winning product presentation for the NECA trade show product showcase.
- Coordinate with an in-house graphics team to produce marketing collateral, presentations, and product marketing materials.
- Manage weekly production of customer sample kits through a nonprofit partnership employing adults with disabilities.

Marketing Coordinator

Brookdale · Des Plaines, IL · December 2023 - February 2024

- Supported lead tracking and marketing outreach for a senior living community through CRM management and prospective resident engagement.
- Conducted community tours and consultations for prospective residents and families.
- Assisted with community marketing communications including event promotion and marketing materials.

Event Coordinator

Wedicity/Fueled Events · Chicago, IL · August 2022 - November 2023

- Coordinated logistics for weddings and private events, managing vendors and production timelines.
- Served as a primary point of contact for clients and vendors during planning and execution.
- Managed day-of event production including schedule management and real-time problem solving

Marketing & Production Intern

MOKB Presents · Indianapolis, IN · February 2022 - May 2022

- Assisted marketing and production teams for concerts and events at HI-FI Indy.
- Produced photo and video content for artists using Canon DSLR and Adobe Premiere Pro.
- Contributed to social media campaigns that increased Instagram story click-through rates by 200%.

EDUCATION

B.A. in Strategic Communication & Music Industry Studies, with Distinction

Butler University · Indianapolis, IN

CORE SKILLS

Marketing:

Campaign strategy
Lead generation
B2B Marketing
Trade show marketing
Content development

Platforms:

HubSpot
Canva
Microsoft Outlook
Microsoft Powerpoint

Operations:

Vendor management
Event coordination
Cross-functional collaboration
Stakeholder communication