

Kelly Dolan

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Professional Summary

Dedicated and results-driven professional with a diverse background in digital marketing, vendor management, and project coordination. Skilled in optimizing processes, fostering client relationships, and driving successful campaigns. Passionate about creativity, teamwork, and delivering measurable results.

Skills

- Digital Marketing
- Vendor Management
- Project Coordination
- Customer Service
- Team Training & Support
- Troubleshooting & Problem Solving
- High Attention to Detail

Software Proficiencies

- Microsoft Office
- Google Suite
- Workflow – TapClicks, Trello
- Order Entry – WideOrbit and multiple vendor platforms
- Design – Canva
- ZenDesk

Work Experience

Audacy, Inc. (formerly Entercom), Denver, CO

Programmatic Campaign Manager (2023 - Present)

- **Order Management:** Collaborate with third-party vendors to execute programmatic advertising campaigns efficiently and correctly.
- **Campaign Optimization:** Leverage data analysis to optimize account performance and exceed client objectives.
- **Cross-Functional Coordination:** Work closely with internal teams to ensure seamless implementation of programmatic solutions.

Digital Product Specialist (2020 - 2023)

- **Vendor Management:** Worked with third-party vendors to educate team members, troubleshoot campaign issues, and ensure efficiency in fulfilling campaigns.
- **Support and Training:** Provided support and training for SEO, email prospecting, live chat, and website production products to team members across 46 markets in sales and fulfillment roles. Created presentations and documentation with MS Office and Google Suite to provide both support and training for team members and clients.
- **Project Coordination:** Coordinated roll outs and sunsets for products fulfilled by third-party vendors. Created processes and communicated with all parties involved for the sunset of over 170 website hosting accounts with 3 vendors and over 100 live chat accounts with one vendor.

Digital Operations Manager (2018 – 2020)

- **Order Entry:** Entered marketing campaign details in third-party vendor platforms.
- **Campaign Asset Management:** Provided creative, targeting and attribution assets to third-party vendors to fulfill campaign orders.
- **Team Collaboration:** Collaborated with members of multiple teams to ensure campaigns ran correctly.

Upstairs Circus, Denver, CO

Creative Assistant & Creative Production Assistant (2016 - 2018)

- **Event Management:** Coordinated Project Socials, managed inventory, and assisted with event setup.
- **Team and Client Support:** Supported team members and customers in utilizing creative tools effectively.
- **Customer Service:** Provided excellent customer service in a retail/bar setting.

Wild Yarns, Denver, CO

Owner and Manager (2011-2016)

- **Operations Management:** Led all aspects of business operations for a local yarn store.
- **Inventory Management:** Curated a diverse selection of high-quality yarns and accessories.
- **Event Programming:** Fostered community engagement through workshops, events, and collaborations.
- **Business Management:** Managed staff, inventory, and financial decisions.
- **Pattern Creation:** Created knitting and crochet patterns and designed documented for them.

Education

- **M.A. in Media Studies, The New School University**
- **Teaching Certification in Art (K-12), Marywood University**
- **B.S. in Social Work, Stockton University**