

# Kela Lester

## ABOUT ME

My unique blend of skills bridge the worlds of people, design and business.

**Email:** kela.lester@gmail.com

**Portfolio:** thejalex.com

**LinkedIn:** linkedin.com/in/kelalester

## PROFICIENCIES

Design (InDesign, Photoshop, Illustrator, Figma), Copywriting, Social Media, Digital Marketing, Brand Strategy, Event Marketing, Public Relations, Partnerships

## VOLUNTEER

### Design Week Chair

AIGA DC

2023 - 2024

### Copywriter & Content Designer

MICA Grassroots Design Fest

2023

### Social Media Consultant

DC Startup Week

2021

## EDUCATION

### Techstars Austin

March 2022

### Women's Entrepreneurship

Cornell University

January 2021

### Integrated Strategic Communication

University of Kentucky

May 2015

## PROFESSIONAL EXPERIENCE

### Senior Creative Strategist

Provoc | August 2022 -

- Conduct workshops to unearth insights and identify measurable impact; translate data to actionable briefs
- Deploy a variety of skills to achieve client goals; brand strategy, copywriting, social media, digital marketing
- Analyze and measure the KPIs of campaigns to improve strategies
- Serve as end-to-end project and creative manager

### Head of Marketing

The Mentor Method (successfully acquired) | October 2021 - August 2022

- Hired and spearheaded a high-performing marketing team
- Developed go-to-market strategy for SaaS product with B2B audience; gained clients like Amazon and Dept. of Education
- Successfully planned the first SXSW Future of Women at Work Social, attracting 1000+ RSVPs from leaders at Adobe, Visa, and more
- Secured media placements in prestigious publications such as the Harvard Business Review, Forbes, Entrepreneur Magazine, Microsoft WorkLab, and Business Insider

### Associate Creative Director, Copy

GKA a creative agency | February 2019 - August 2021

- Managed a team of designers and copywriters; promoted diversity, inclusion, personal growth, and a positive work culture
- Improved the client onboarding process, leading to over \$1M in increased account revenue in my first year
- Introduced brand development services for the first time in the agency's 30 year history, resulting in a new source of revenue and an expansion of clientele
- Developed and executed SOWs, contracts and proposals

### Brand Marketing Manager

Hyatt/Destination Hotels | September 2018 - February 2019

- Promoted twice for exceeding goals and supporting company culture
- Managed a portfolio of 46 luxury hotels and resorts
- Cultivated a world-class digital and PR communications team; secured media placements in publications like Conde Nast Traveler, Vogue, USA Today, Skift, and more
- Optimized the impact of marketing spend, established KPIs, and hosted an annual workshop to share best financial practices for on-property marketing teams