

KELSEY WOOD

Marketing Coordinator

Pensacola, FL (Remote-Ready) | (850) 512-5016 | hello@kelseymwood.com | linkedin.com/in/kelsey-wood-48bb06176

PROFESSIONAL SUMMARY

Versatile Marketing Coordinator with 8+ years of experience across content production, email marketing, web management, and demand generation and digital campaign execution for both B2B and B2C environments. Proven ability to manage multiple marketing functions simultaneously — from building and deploying email campaigns to publishing web content, creating marketing assets, and supporting event programs. Experienced with WordPress, Mailchimp, Klaviyo, ActiveCampaign, and AI tools to scale content output and streamline workflows. A generalist who thrives on wearing many hats, ships work fast, and finds creative ways to make every marketing input go further — and is energized by picking up new tools quickly, from new CMS platforms to AI-assisted workflows. Currently seeking my next marketing opportunity.

CORE SKILLS

Content & Campaign Execution: Email marketing, blog publishing (WordPress), email newsletter design, copywriting, content calendar management

MarTech & CRM: WordPress, Wix, Mailchimp, Klaviyo, ActiveCampaign, Canva, AI tools, social media management (Facebook, X/Twitter)

Digital Marketing: SEO, Google Ads, social media marketing, digital advertising, affiliate marketing, promotions, press releases

Operations & Project Management: Multi-project coordination, deadline management, content workflows, stakeholder collaboration, brand consistency

Creative: Graphic design, video production, multimedia content creation, copy editing, creative writing

PROFESSIONAL EXPERIENCE

Website Development & Marketing Coordinator

Jun 2022 – Apr 2026

MyWager (Laid Off) | Gulf Breeze, FL (On-site)

- Managed end-to-end digital content across web and marketing platforms for a fast-paced, deadline-driven environment — publishing updates, maintaining site layouts, and ensuring consistent brand messaging across all channels.
- Produced marketing materials, graphics, and promotional assets in support of campaigns, partnering with affiliate brands including FanDuel, Caesars Casino, and DraftKings to execute co-branded content initiatives.
- Drove an average of 35,000+ monthly visits and 25,000+ unique visitors to the platform through Google Ads campaigns and email marketing click-throughs.
- Coordinated multiple concurrent projects across content production, web updates, and promotional campaigns — maintaining organized workflows for drafting, revisions, approvals, and publishing.
- Monitored and reported on website content performance, tracking engagement metrics to inform content updates, layout decisions, and promotional priorities.
- Independently learned Lovable and Claude Code to support the build of a new, modern company website — coming up to speed quickly and shipping the first working version within one month.
- Repurposed website content across multiple formats — adapting web copy and campaign assets into email campaigns and social media content to maximize reach from each content input.
- Leveraged AI tools to accelerate content production and explore new formats, consistently finding ways to make content inputs go further without expanding team resources.

Email Marketing Coordinator

Mar 2019 – Jun 2022

Email Integrations | Gulf Breeze, FL (On-site)

- Created, edited, and scheduled email marketing campaigns for 10+ simultaneous clients — managing copywriting, layout design, audience segmentation, and send timing across campaigns reaching up to 200,000+ recipients.
- Conducted A/B tests on subject lines, send times, and email copy across client campaigns, applying results to continuously improve open rates and audience engagement.
- Tracked and analyzed campaign performance metrics — including open rates, click-through rates, and unsubscribes — across 10+ client accounts, using data insights to refine messaging and improve deliverability.

- Maintained brand voice consistency and editorial accuracy across all client communications, building a reputation for clean copy and on-time delivery in a high-volume, deadline-driven workflow.
- Managed campaign timelines, client approvals, and publishing schedules independently — coordinating cross-functional input while keeping projects on track.
- Collaborated with clients to develop messaging strategies aligned with marketing goals, adapting tone and content format for diverse audiences and industries.

Multimedia & Marketing Coordinator

Jun 2018 – Jan 2019

Pensacola Ice Flyers (SPHL) | Pensacola, FL

- Planned and executed integrated marketing campaigns across digital, social, email, and traditional channels to drive event attendance and elevate brand visibility for a professional sports organization.
- Managed all social media accounts, website updates, and email communications — serving as the single point of ownership for the team’s day-to-day content output.
- Applied A/B testing to email marketing campaigns to optimize messaging and promotional content for fan engagement and event attendance.
- Created marketing assets including graphics, advertisements, and video content; coordinated media releases and public relations efforts to support game-day and off-season initiatives.
- Managed email campaigns end-to-end in Mailchimp — handling list segmentation, scheduling, and performance reporting for a subscriber base of 10,000+.

Multimedia & Marketing Intern

Sep 2017 – Jun 2018

Pensacola Ice Flyers (SPHL) | Pensacola, FL

- Produced and scheduled social media content — including live game-day updates and promotional posts — while editing video content for digital distribution.
- Assisted in producing press releases, promotional materials, and campaign assets across print and digital channels in support of the marketing team’s seasonal initiatives.

PROJECTS

MyWager — mywager.com

Claude Code / Lovable

Sports betting analytics and comparison platform. Contributed to design, content, and web build as part of a collaborative team effort.

Wrktab — wrktab.com

Claude Code / Lovable

Designed, built, and launched a unified workspace platform for tasks, timelines, team collaboration, and client invoicing — solo from concept to deployment.

CraftCubbi — craftcubbi.lovable.app

Claude Code / Lovable

Designed, built, and launched a free craft project tracker for makers to organize WIPs, supplies, and patterns across all crafts — solo from concept to deployment.

EDUCATION

Bachelor of Arts – English: Editing, Writing & Media

2013–2017

Florida State University

Bachelor of Arts – Legal Studies

2017–2019

University of West Florida