

# KELSIE K. MANS-RAY, MBA

---

## ***GLOBAL BRANDING & ADVERTISING PROFESSIONAL***

Kelsie Mans-Ray has a multi-faceted background for a position in branding & advertising management. She has several years of Corporate America experience & a strong aptitude in leadership, nation-wide project management, negotiating, global brand marketing/ media strategy, digital marketing, exec-level reporting & staff recruiting. In ambiguous, complex, fast-paced environments, her overall skillset, 'make things happen' persona, keen sense to detail, and focus on the bottom line, supports her abilities in any role. Kelsie is a graduate from CBU, where she earned a MBA & a B.S. in Business, plus several executive graduate certificates. She is a champion of continuous improvement and positively contributing toward organizational objectives.

### **Kelsie's marketing background encompasses:**

- Global Brand Marketing & Advertising
  - Building Customer Brand Affinity
  - Traditional & Digital Advertising
  - Large-Scale Campaign Project Management
  - Marketing Strategy & Implementation
  - Social Media Strategy
  - Digital Marketing and Optimization
  - Lead Generation Marketing
- 

## **PROFESSIONAL EXPERIENCES**

### **Corporate America**

#### **Leadership, Branding and Marketing/Advertising**

- Played an integral role in developing and implementing the global marketing strategy for \$2 Billion+ brand - Hilton Garden Inn (HGI) – and its 600+ hotels to reach existing audiences and emerging traveler segments. Channels, testing, and analysis included online banner advertising, paid search, emails, website, mobile, television, print, outdoor advertising, public relations, global collateral development, and brand integration.
- Directed the work of teams dedicated to the HGI brand in Global Markets, Public Relations, Digital Marketing, Creative Assets Management, and 3 external top-tier Agencies. Led partners in ensuring effective strategies & flawless execution for HGI brand.
- Ensured brand stewardship for HGI, and that all global and hotel marketing programs, creative assets, and collateral were aligned with the HGI global brand strategy and complied with brand identity guidelines.

#### **Partnerships, Promotions, and Project Management**

- Spearheaded a nationwide integrated marketing campaign for HGI partnering with Keurig. Negotiated a \$500,000 budget. Led internal & external cross-functional teams for social media, online, offline, public relations, sales & consumer activation.
- Created, managed, and/or tracked multiple revenue producing promotions, including HGI brand-specific, portfolio-wide, loyalty-focused (Hilton HHonors), and social responsibility initiatives, to drive incremental revenue, ROI, brand loyalty, consumer acquisition, retention and goodwill, through multi-channel marketing.
- Developed strategic & tactical plans, to engage travel agents and their clients through strategic partnerships (agencies like AAA and AARP), to increase HGI brand preference and awareness, while managing \$25,000 travel agent marketing budget. Monitored HGI travel segment; conducted quarterly research & analysis; and produced executive briefs outlining findings.
- Developed and managed social media campaigns to increase consumer engagement and brand affinity, including engagement component of HGI / Disney ▪ Pixar's social media partnership for the movie "Brave."
- Coordinated & managed team tradeshow participation in Hilton Worldwide conferences for its luxury, focus & full service brands, to engage hotel leadership and existing and prospective franchise owners.

#### **B2B Sales, Event Planning, and Public Relations**

- Coordinated B2B Retail, Construction & Industrial industries sales materials & product launches. Assisted with retail packaging designs for personal protective equipment company, Radians Inc. Worked with Development, Procurement, and Sales teams.
- Provided full event-planning oversight for Radians, Inc., including negotiating contracts, coordinating logistics, handling decorum, managing entertainment. Responsible for overall public relations strategy and implementation.

### **Real Estate**

- **Acquisitions** - Contacted various sources of deals, developed relationships with wholesalers, analyzed and projected rehab costs, reviewed property comps/valuation, submitted offers, negotiated with sellers, handled purchase agreements.
- **Buying / Listing** - Met with clients, as a REALTOR, to discuss client goals in buying or selling single family homes. Advised clients on market conditions, pricing, negotiations, obtaining financing & investments. Promoted properties through showings and marketing. Handled contracts and coordinated closings. Established relationships with other real estate professionals.