

# KELSEY EVERSOLE

**Web & Email Marketing | Data Analytics | Digital Growth Strategy**

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## EXPERIENCE

### Digital Marketing Manager

#### Crew Carwash | June 2026–Present

- Lead digital marketing strategy across web, email, paid media, and customer communications for one of the nation's largest exterior carwash brands.
- Develop data-driven email campaigns and customer lifecycle initiatives that increase engagement, retention, and membership growth.
- Manage website content and landing page strategy while optimizing user experience and conversion performance.
- Partner with creative, operations, and leadership teams to launch integrated campaigns across multiple channels.
- Analyze campaign performance and customer behavior to inform testing strategies and continuous optimization.

### Growth Marketing Manager

#### Audiochuck | April 2024–May 2026

- Directed web, email, SMS, paid social, search, YouTube, and out-of-home marketing strategies for one of the world's leading podcast networks.
- Managed WordPress websites for 10+ flagship podcast brands, ensuring timely content updates and optimized user experiences.
- Built lifecycle email and SMS campaigns for high-profile shows including Crime Junkie, increasing audience engagement and repeat listening.
- Developed cross-channel marketing strategies supporting multiple #1 Apple Podcasts launches.
- Created integrated marketing campaigns for a 17-city live tour and a New York Times bestselling book release.
- Presented campaign performance and audience insights to executive leadership and creative talent.

### Digital Marketing Manager

#### Crew Carwash | August 2022–April 2024

- Developed digital and email marketing strategies using customer insights and performance analytics.
- Managed campaign reporting and ROI analysis to optimize marketing investment.
- Supported brand expansion across 45+ locations through integrated digital campaigns.
- Oversaw social media strategy, creative direction, and messaging consistency across channels.

## **Digital Marketing Manager**

**We Grow Hair Indy | February 2022–August 2022**

- Planned and executed strategic email campaigns, landing pages, and automated marketing funnels.
- Managed paid digital advertising budgets and optimized campaigns against lead generation KPIs.
- Produced web content and conversion-focused messaging throughout the customer journey.

## **Digital Content Specialist**

**Purdue Federal Credit Union | January 2020–February 2022**

- Partnered with agency teams to launch a new website featuring optimized content across 100+ pages.
- Developed digital content strategies spanning web, email, social media, blogs, and video.
- Collaborated with product owners to create accurate, customer-focused content within a highly regulated industry.

## **Content Strategy Manager**

**Treefrog Marketing | May 2018–January 2020**

- Created integrated content and email marketing strategies that guided prospects through the sales funnel.
- Produced SEO-focused website content, blogs, social campaigns, and video scripts for diverse clients.

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## **CORE SKILLS**

Email Marketing • CRM & Lifecycle Marketing • Web Content Management • WordPress • Audience Segmentation • Customer Journey Mapping • Marketing Automation • Campaign Strategy • A/B Testing • Analytics & Reporting • Cross-Channel Marketing • SEO • Copywriting • Content Strategy • Paid Digital Media • Google Analytics • Meta Ads • YouTube Ads • SMS Marketing

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## **EDUCATION**

**Purdue University – West Lafayette**

Bachelor of Arts, Communication (Public Relations)

GPA: 3.97