Kelly Carney

DIGITAL MARKETING STRATEGIST | GROWTH, DEMAND GENERATION | DIGITAL EXPERIENCE
klicit.io | kelly@klicit.io | linkedin.com/in/kelcarney

PROFESSIONAL SUMMARY

Digital marketing strategist who builds integrated campaigns and digital experiences designed to drive measurable growth. My work spans the full digital marketing ecosystem, from demand generation and paid media to SEO, email, content, website strategy, and analytics. I combine strategic thinking with hands-on execution and use performance data to continually improve results.

PROFESSIONAL EXPERIENCE

Pet Partners | **Digital Marketing Manager** | June 2024 - July 2026 | Therapy Animal Non-Profit

- Directed integrated digital campaigns across Google Ads, Meta, LinkedIn, email, and SEO/SEM to generate qualified leads and support organizational growth.
- Managed a $40,000/month Google Ad Grant, increasing utilization from under $10K to more than $20K while improving branded search performance and maintaining grant compliance.
- Led strategy and optimization for petpartners.org and aaaiponline.org, improving conversion paths while increasing AAAIP organic traffic by an estimated 315%.
- Used performance data and A/B testing to identify opportunities, improve campaign execution, and guide next steps.
- Built an AI-powered analytics dashboard in Claude to consolidate cross-channel marketing data and make performance reporting easier to act on.
- Partnered with internal teams and external specialists to keep digital campaigns and website projects moving from strategy through execution.

ProviderSoft | **Marketing Manager** | March 2014 - June 2024 | SaaS for Pediatric Healthcare

- Built the marketing department from the ground up and later led the marketing and sales team for a pediatric healthcare SaaS company.
- Developed audience strategy around defined customer segments, then built campaigns across Google Ads, email, landing pages, Meta, and LinkedIn.
- Increased conversions by 122% through more focused campaigns and conversion-centered creative.
- Led a company rebrand and website redesign with SEO improvements, increasing website traffic by 61%.
- Used campaign performance and customer insight to refine messaging and focus marketing efforts on stronger opportunities.

St. Joseph Regional School | **Marketing Director** | September 2010 - March 2013 | Education

- Led marketing and enrollment for a K-8 school, developing recruitment campaigns and communications that supported enrollment growth.
- Developed an integrated school marketing strategy that increased website traffic by 25% and qualified lead generation by 10%.
- Planned marketing initiatives supporting community engagement and student recruitment.

EDUCATION

M.S. Marketing | **Southern New Hampshire University** | Manchester, NH
B.A. English | **Kean University** | Union, NJ

ACADEMIC EXPERIENCE

Southern New Hampshire University | **Adjunct Business Faculty** | January 2010 - Present

- Teach undergraduate marketing courses in an online environment, connecting marketing concepts to practical business applications and current industry examples.
- Develop course materials, assess student work, and provide timely individualized feedback to support student learning and improvement.
- Use applied assignments and individualized guidance to help students connect marketing theory to workplace decision-making.

Bay Mills Community College | **Adjunct Business Faculty** | January 2022 - Present

- Teach undergraduate marketing courses in online learning environments serving students with varied educational and experiential backgrounds.
- Deliver instruction in accordance with course objectives and assess student mastery through assignments and applied marketing work.
- Provide ongoing feedback and maintain course records in accordance with college requirements and academic deadlines.
- Use Moodle and college systems to manage coursework and support classroom administration.

SKILLS & TECHNOLOGY

Demand Generation | Lifecycle Marketing | Paid Media | SEO & SEM | Email Marketing | Content Strategy | Social Media | Conversion Optimization | WordPress | Gutenberg | Kadence | Landing Pages | UX Optimization | Technical SEO | ACF | Gravity Forms | GA4 | Google Tag Manager | Google Ads | Google Search Console | SEMrush | Meta Ads Manager | LinkedIn Campaign Manager | Hotjar | HubSpot | Salesforce | MemberClicks | Prosperity LMS | Landingi | OptinMonster | AI-Powered Marketing & Analytics

PROFESSIONAL DEVELOPMENT

Google Ads Certification | Updated 2026
Google Analytics Certification | Updated 2026
Google Project Management Certification | Updated 2026