

Communications leader garnering  
industry-wide recognition



ComputerWorld  
Smithsonian  
Award  
NOMINEE

# pamela kelly

consumer brand marketing

Proven marketing leader with a track record of building global consumer-facing digital brands and businesses. Built and led teams to great success using a strong passion for people, products, and services and my unique vision into the consumer. Communications leader, garnering industry wide recognition. Have directed, inspired, collaborated with and learned from the best in class innovation, branding, advertising, media, research, and PR agencies.

**Strategic Marketing Consultant / Acting CMO** Jan 2011 – Present  
Create plans and advise established companies and startups. Career Coaching and Mentoring business working with clients from executives to college students.

**Acting Chief Marketing Officer Soap Public Media** Jan 2019 – Jan 2020  
Empower young adults to stay abreast of political, cultural, and social issues.

**VP Marketing** Wider Circle Mar 2018 – Dec 2018  
Created consumer funnel from brand awareness, to conversion, to advocacy.

**SVP Marketing** IMVU Jan 2015 – Dec 2016  
Built and led a world class marketing team to achieve year over year growth.

**VP Global Marketing and eCommerce** Speck Products 2012 – 2014  
Re-defined and built the brand to successfully position the Company for sale.



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