



# KELLY WILSON

St. Louis, MO. | 618-791-6835  
Kelly@KellySueWilson.com | KellySueWilson.com | in/kellysuewilson

## Director of Client Success and Marketing Strategy

Accomplished, data-driven executive with 16 years of marketing experience, known for a proactive “go-giver” approach that builds client relationships and drives growth. Expertise in strategic recommendations, cross-platform campaigns, and maximizing conversions, consistently exceeding KPIs to achieve top national rankings.

### Skills

- Cross-Platform Campaign Management
- Data-Driven Marketing
- Budget Oversight
- Client Relationship Management
- Collaboration & Team Leadership
- SEO & SEM
- Social Media Strategy
- Analytics & Attribution
- Multi-Channel Strategy Development
- Content Optimization
- CRM Process Optimization
- Revenue & Profit Growth

### Professional Experience

*Turnkey Marketing | The Bearresen Group Inc.*

**Client Success Performance Manager | Marketing Consultant | Fractional CMO**

United States, Remote  
November 2023 - Present

- Maximizes inbound conversions by 62% and doubles lead close rates on key accounts through targeted collaboration across Google Ads, social ads, and SEO, optimizing with A/B testing to achieve an 18% drop in CPC.
- Delivers \$120K+ in monthly profits, manages 40+ client portfolios, and coordinates 160+ products globally, driving profitability, growth, and client satisfaction.
- Advances clients to top 5 national rankings with a tailored, cross-platform strategy across SEO, Google Ads, Microsoft/Bing, Amazon OTT, Meta ( Facebook/Instagram), and TikTok, expanding brand visibility and reach.

*Old Six Mile Historical Society and Museum*

**Head of Strategy and Relations | Marketing Consultant | Board Member | Volunteer**

Granite City, IL.  
May 2016 - Present

- Amplifies donations by over 900% and increases sponsorships by 600% through an ongoing, integrated fundraising and partnership strategy, ensuring sustainable financial growth.
- Builds a 570% increase in social media presence, fostering community growth and engagement through local content.
- Empowers 50+ volunteers with training and guiding, boosting operational efficiency and impact.

*Audi Kirkwood (Buy/Sell; Acquired by The Exchange, August 2022)*

**Finance & Insurance Manager | Client Strategy and Relationship Management**

St. Louis, MO.  
October 2019 – February 2023

- Boosted gross profits by 15% Y/Y and secured a 4.89/5 CSI score by implementing strategic recommendations and a reputation management training program to enhance client interactions.
- Elevated engagement rates by 550% and appointment show rates by 600% through CRM segmentation and best practices in communication, strengthening client engagement.
- Improved listings by 85% by identifying and optimizing underperforming sources to enhance visibility and engagement.

*Oliver C Joseph Inc. Chrysler, Dodge, Jeep, RAM / Buick, GMC*

**Finance & Insurance | Trainer | Prior: Internet Director | Head of Marketing**

Belleville, IL.  
August 2008 - October 2019

- Orchestrated a 200% surge in customer retention and raised LTV by 25% by establishing and marketing loyalty program.
- Drove sales by 400% in target markets through a well-structured digital and traditional marketing strategy.
- Generated 320% growth in valid leads with a 49% Y/Y increase by optimizing budgets through A/B testing and KPI analysis to capture high-quality leads.

### Education

**Data Analysis, Google, Certification | Project Management Google, Certification | Bachelor’s degree, Maryville University**