



**JESSICA
KELLEY**
FRACTIONAL CMO



I care deeply about marketing that works.

Marketing is paramount to the success of any business – big or small. I have had the privilege of seeing marketing help change lives. From meeting the first face transplant patient to helping people quit tobacco for good or sharing a video of a baby who survived due to imaging technology. Plus, sometimes it's just plain fun – at NASCAR races handing out my product to pole winners!

Marketing Principles

- 1** Customer Advocate
- 2** Protect Brands
- 3** Demand Generator

Areas of Strength

- Marketing Strategy
- Digital Marketing
- Branding/Messaging
- Product Launches
- Planning/Budgeting/P&L

25 yrs
MARKETING

Accolades and Awards

6 yrs
FINANCE



Nominated
Innovation
Advocate



Aster Award
Winner



Skøl Award



Circle of
Excellence
Award



Production
Achievement
Award

Industry Experience

- Healthcare/Medical Devices
- Software/IT
- Consumer & Commercial Goods

Expertise

- 1** Deliver Actionable Strategy
- 2** Exceptional Team Leader
- 3** Produce Profitable Results

16 yrs
TEAM LEADERSHIP

Education

UNIVERSITY OF
ST. THOMAS



MBA Marketing



BSB Business
Finance

UNIVERSITY OF
ST. THOMAS



Digital
Marketing
Certificate



Analytics & Ads
Certifications



Certification