

# NATHAN M. KELLIHER

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## SUMMARY OF QUALIFICATIONS

A highly motivated and results-driven professional with 5+ years managing complex integrated marketing programs for Fortune 500 companies and delivering exceptional customer service to both internal and external stakeholders. Experienced working in fast-paced environments across multiple departments with an eye to detail and performance. Excellent communication skills and a natural curiosity and aptitude for working with new technologies.

## FEATURED SKILLS

- Complex project and campaign management
- Best-in-class customer service
- Digital marketing, including video, social, mobile, and branded content
- Web analytics and optimization
- Budget tracking and management
- Sales training and support
- Cross-functional collaboration
- Product ideation and development
- Technical troubleshooting

## PROFESSIONAL EXPERIENCE

**Everyday Health, Inc.**, New York, NY

2013 – Current

*Senior Digital Producer and Project Manager, Integrated Marketing Solutions*

- Manage the post-sale execution of more than 100 integrated marketing programs annually, from content, web, and audience development to reporting, optimization, and upselling
- Present custom solutions to brand/agency advertisers to highlight benefits and demonstrate value
- Serve as primary contact with agency and client partners, as well as internal stakeholders, to maintain clear and open communications and ensure all deadlines are realized
- Collaborate with national sales team, editorial, account management and development teams to execute and deliver flawlessly on sold deals
- Manage budgets in excess of \$500K to maintain margins and ensure profitability

*Custom Solutions Manager*

2011 – 2013

- Lead kick-off calls and setup status meetings to ensure project progress and timely launches
- Track performance of up to 20 programs simultaneously to ensure delivery, gauge overall marketing success, and identify opportunities for optimization
- Develop detailed project schedules to clearly delineate deliverables, dependencies and timing.
- Oversee third party vendors to ensure timely delivery and quality of work
- Compile weekly departmental achievements and share with c-level executives to highlight wins and communicate challenges

**News Corporation, Fox Cable Networks**, New York, NY

2009 – 2011

*Marketing Coordinator, Integrated Sales and Marketing*

- Collaborate across the organization in the conceptualization, development and writing of integrated marketing programs across all platforms to meet client goals and drive revenue
- Act as a liaison between on-air production, programming, and sales to 10 million plus
- Overhaul budgeting and reconciliation dashboards to improve efficiency and better monitor costs.
- Maintain sales and marketing collateral to ensure accuracy and consistency of messaging
- Perform ongoing competitive analyses to keep sellers and executives abreast of market landscape
- Build and manage ad inventory tracker to inform sellers about available opportunities

## EDUCATION

**Hofstra University** Frank G. Zarb School of Business, Long Island, NY

2004-2008

- Bachelor of Business Administration, Marketing & International Business

## TECHNICAL SKILLS

- *Project Management:* Basecamp, Smartsheet, JIRA, Evernote, Mantis, SkyDrive, OneDrive, Teamwork
- *Analytics:* Google, Omniture
- *Graphics:* Photoshop, InDesign, Illustrator
- *Social and Content Management:* WordPress, Tumblr, Pinterest, Instagram, Twitter, Facebook
- *Business:* Google Docs, Microsoft Office Suite