

Keely Kiewiet

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Development Director

Experienced digital communications manager with 5+ years of expertise in multichannel marketing strategy, email automation, and web traffic growth. Passionate public policy advocate and communications specialist driving change with purposeful communication and mission-driven strategies that inspire and mobilize communities. Skilled in project management, content creation, and donor communications.

WORK EXPERIENCE

Wild Montana • Remote • 10/2019 – Present

Digital Communications Manager • Full-time

Collaborate with cross-functional teams to plan, develop, and implement multichannel marketing strategies for various campaigns and programs, ensuring all digital assets are aligned with organizational fundraising and advocacy goals, as well as brand strategy across channels.

- Manage email scheduling and automation, A/B testing, content editing and creation, and email newsletter personalization through dynamic content; work closely with database manager to segment audiences effectively and create customer journeys using collected data.
- Research and implement conversion strategies to augment donor, volunteer, and advocate acquisition growth; increase web traffic through content creation and strategy, tracking and analyzing user feedback and industry trends to continually improve website user experience; Identify opportunities for converting subscribers into paid supporters through data-driven insights and tailored engagement strategies.
- Support development staff in developing and implementing fundraising campaigns and regular donor communications, including email and digital marketing, as well as appeal letters and other direct mail, with tactics specific to donor audience; Assist in sharing regular updates on our work to our major donors to keep them engaged and emotionally invested in our work.
- Create and implement communications and outreach plans to cultivate new business members and sponsors; coordinate comms-specific sponsor deliverables.
- Assist grant manager with gathering data for grant-funded campaign reports to demonstrate the impact and effectiveness of our work.
- Manage digital ad campaigns, including paid search, social media, display, native, and video ads.
- Website project manager: Manage website maintenance, feature development, and web testing, managing external vendors for development, troubleshooting, and security.
- Project manage the quarterly print newsletter and the production of the Trail of the Week microcast
- Administrative support for lead and donor management, including creating CRM workflows and automations for business account management.

Lay It Out Events • Bend, Oregon • 08/2017 – 10/2019

Digital Development & Project Manager

- Designed and managed 10+ event websites, implementing changes based on event team requests, ensuring seamless digital representation of each unique event identity.
- Managed an annual advertising budget of \$25,000 for digital ad buys, partnering with vendors to execute effective marketing campaigns.

- Planned and coordinated staffing for on-site social media coverage, as well as curated content leading up to events.
- Served as primary copywriter and content creator for event press releases, social media channels, newsletter marketing, and websites for 12+ annual events.

The Source Weekly • Bend, Oregon • 08/2017 – 10/2019

General Assignment Reporter & Digital Marketing Manager

- Produced local stories by assignment and regularly pitched original story ideas for weekly print edition and various digital products on tight deadlines, demonstrating creativity and adaptability in covering diverse topics.
- Produced daily and weekly email newsletters, contributing to digital marketing efforts.
- Spearheaded design and launch of a weekday newsletter, garnering 8,000 subscribers within the first six months, consistently delivering high-quality content to subscribers.
- Served as liaison between the Foundation Content Management System development vendor and newspaper editorial staff, facilitating effective communication and integrating new digital tools into department workflows to enhance productivity and streamline efficiency.

Arizona Center for Investigative Reporting • Phoenix, Arizona Area • 01/2017 – 06/2017

Intern Reporter

Produced a comprehensive story on the state of student housing in the city of Flagstaff, highlighting key issues and offering profound insights into the challenges and opportunities facing the community.

Beartooth NBC – KTVH 12 • Helena, Montana • 05/2009 – 11/2011

Technical Director & Production Assistant

Directed live and prerecorded station programming, served as Reserve Newscast Director, and acted as resident expert on non-linear editing software and production equipment.

EDUCATION

Bachelor of Science in Journalism

Northern Arizona University • GPA: 4.0

Emphasis in Photojournalism and Documentary Studies

Journalism AA–T in Journalism

Pasadena City College

PROJECTS

New Business Donor & Sponsorship Workflow

Wild Montana

Leading up to the launch of our new sponsorship program and our merge with Business for Montana's Outdoors, I worked closely with the database manager to create infrastructure and background automations to organize business contact records and donations in our CRM. I helped staff create an internal workflow for outreach following a donation or lead, and utilized CRM and project management tools to coordinate cross-functional teams. Additionally, I developed a dashboard to track performance of our business engagement and donation goals.

SKILLS

Software & Tools: Adobe Creative Suite, Asana (project management tool), Classy (Nonprofit Online Fundraising Platform), Google Analytics, Mailchimp, Marketing Cloud Account Engagement (email marketing tool), Salesforce CRM