

Kelsey Haskins

Marketing Professional

Colorado Springs, CO • kelshaskins13@gmail.com • [LinkedIn](#) • [Portfolio](#)

PROFESSIONAL EXPERIENCE

FUTURE NOW MARKETING

Remote

Digital Marketing Specialist & Graphic Designer

June 2024 - October 2025

- Developed and executed targeted advertising campaigns using Google Ads and Facebook Ads, increasing client visibility and engagement.
- Analyzed campaign performance through Google Analytics, providing actionable insights to optimize strategies and drive ROI.
- Created and managed organic social media content, fostering community engagement and brand loyalty.
- Designed eye-catching graphics and visuals for social media, email campaigns, and other digital platforms, enhancing brand identity.
- Managed multiple client accounts simultaneously, ensuring timely delivery and high-quality results.

TEPHRA SOLAR

Colorado Springs, CO

Energy & Sales Consultant

April 2022 - August 2023

- Analyzed customer needs and market trends to optimize sales strategies, resulting in improved conversion rates and customer satisfaction.
- Led customer engagement strategies, blending digital tools with traditional approaches to enhance sales efficiency and boost conversion rates.
- Crafted tailored proposals highlighting product benefits and incentives, significantly improving client acquisition and retention rates.
- Fostered strong relationships with prospects through effective communication, translating complex energy solutions into accessible value propositions.

TINDER

Blacksburg, VA

Student Brand Marketing Manager

August 2018 - May 2020

- Devised creative activations and giveaways to promote Tinder University, fostering brand engagement and significantly expanding the user base on Virginia Tech's campus.
- Cultivated partnerships with local businesses, enhancing Tinder's presence in the community and creating mutually beneficial marketing opportunities.
- Developed and implemented data-driven social media strategies, analyzing engagement metrics to optimize content and increase Tinder U enrollments.
- Pioneered campus outreach tactics, enrolling 1,000+ students in Tinder U at a single event. Crafted inventive activations to boost brand engagement and user base.

EDUCATION

VIRGINIA TECH

Blacksburg, VA

B.S. Marketing Management; Concentration in Digital Marketing Strategy

2017 - 2021

ADDITIONAL INFORMATION

- **Certifications:** Google Analytics, Google AI Prompting Essentials
- **Technical Skills:** Meta Ads, Google Ads/Analytics/Tag Manager, Canva, Adobe Express/Photoshop/Illustrator, GoHighLevel, SocialPilot, Content Creation, Social Media, SEO/SEM