

Kellsie Moore

C H I E F M A R K E T I N G O F F I C E R
H I G H L E V E L S T R A T E G Y
B R A N D I N G , M E S S A G I N G +
V I D E O P R E S E N C E

c o n s u l t i n g

Marketing Expertise Paired With Strategic Branding.

Kellsie brings a rare combination of strategic thinking, creative insight, and deep anthropological understanding for both brands and their audiences. With experience spanning independent entrepreneurs to growing corporations, she knows what drives real connection and conversions. Her strength lies in mapping the full customer journey and crafting brand experiences that not only attract but also inspire long-term loyalty. With a background in cultural studies and several years traveling the world, Kellsie approaches every campaign with a thoughtful awareness of social impact and human behavior, designing marketing strategies that are both meaningful and measurable. Known for her executional excellence, eye for detail, and unwavering authenticity, she helps companies build not just visibility, but legacy.



Services

- 1 Marketing and Branding**
 - Concepting
 - Market Landscape and Research
 - Growth Strategy
 - Web development
 - Brand identity
 - Messaging + Copywriting
 - Traditional and Digital media
 - Social media campaigns

- 2 Video Presence Coaching and Media Training**
 - Image consulting
 - On Camera Performance
 - At home studio training
 - Professional studio training
 - Interview prep
 - Brand Identity
 - Video Marketing

- 3 Project Management**
 - Organizational Design and Workforce Planning
 - Process Optimization and Transformation
 - Delegation
 - Team building
 - Strategic Planning

- 4 Operations**
 - Develop and execute OKR's
 - Organizing Project Management Softwares
 - Strategic Planning
 - Improve efficiencies in tasks, communication, and workflows
 - Create or refine SOP's

Marketing + Branding

Kellsie Unlocks Your Vision and Customizes Your Messaging and Branding.

Core Components:

Marketing Research

- Discover what your potential customers are *actually* searching for.
- Analyze past data to determine the holes in the marketplace.
- Research the entire customer journey to customize and optimize the product, copy and process.
- Review past emails, recorded calls, messages, comments to see exactly how the audience describes their pain points and desires.
- Review metrics to see where drop-off occurs and optimize for conversions.

Compelling Messaging

- Ensure you are speaking the customer's language.
- Craft and refine your messaging to match what your audience is thinking based on where they are in the discovery journey.
- Copy-write this language into: paid ads, social media captions, landing page copy, email marketing copy.

Brand Strategy

- Merge this process together into a cohesive strategy that connects the entire funnel.
- Ensure your lead magnets are solving the problem your customer wants solved and that it converts at a minimum of 20%.
- Maintain strong, clear Brand Identity throughout the campaign.

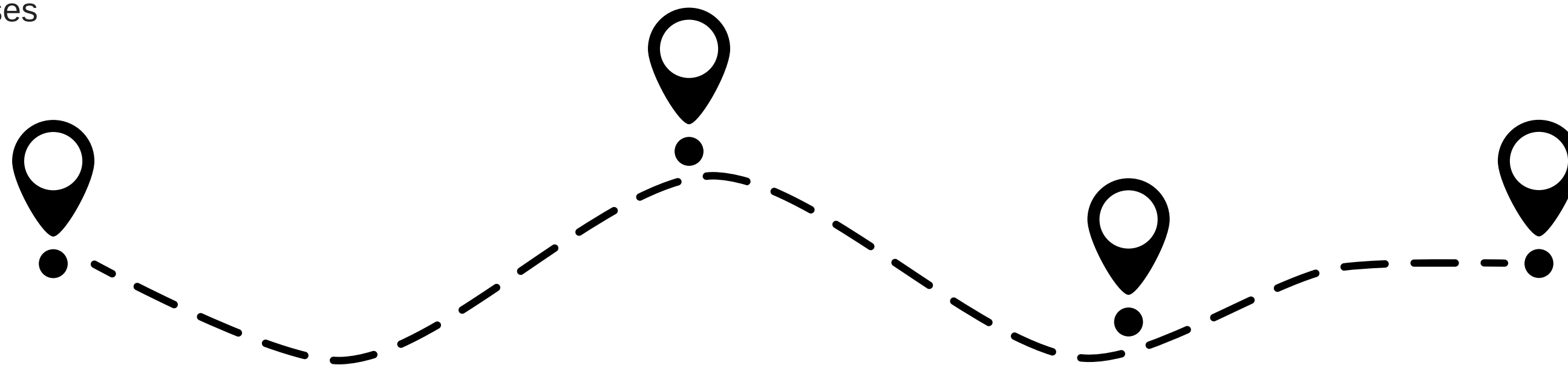
A-Z Funnel Experience

Digital Marketing Funnel Map:

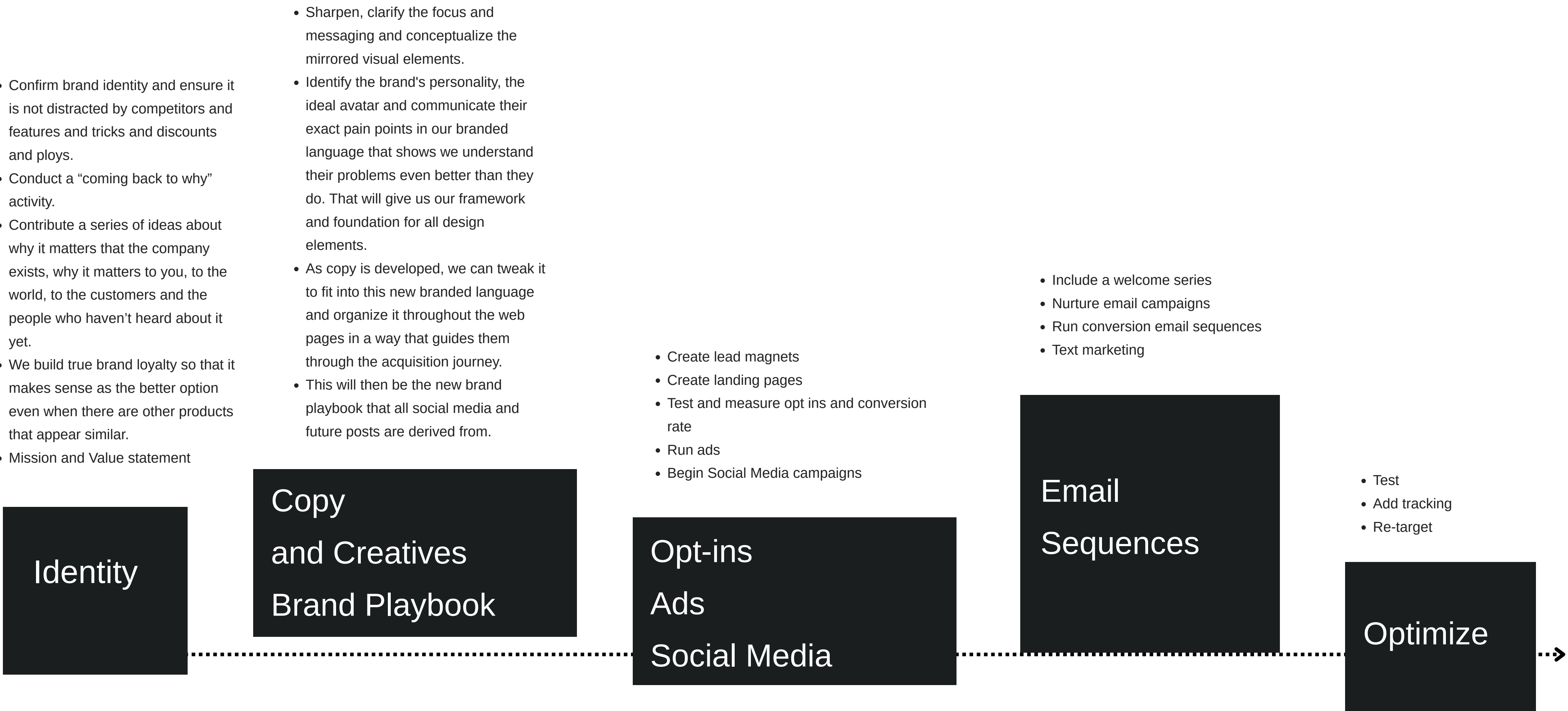
- Ideal Customer Avatar: WHO is this funnel for?
 - What stage of awareness is the customer on in their journey?
- Work backward with the end in mind, what is the goal of this funnel?
 - Do customer research to create the marketing language, and identify the pain points and ideal solutions.
- Brainstorm concepts for the lead magnets [2-3]
- Design the Landing pages and do A/B testing
- Strategically use the thank you page
- Draft the email sequences designed for this particular customer journey and breakaway points
- Re-targeting ads
- Confirm the sales mechanism
 - Sales calls
 - Long-form sales page
 - Direct to website purchases

Improvements:

- Tracking heat maps
- Tracking google analytics and FB pixel ad feedback
- Ensure emails are at over 20% Open and over 2% Click rate
- Ensure landing pages convert at 20% minimum
- Re-engagement and follow-up campaigns
- Consistent messaging, branding, and themes throughout all platforms

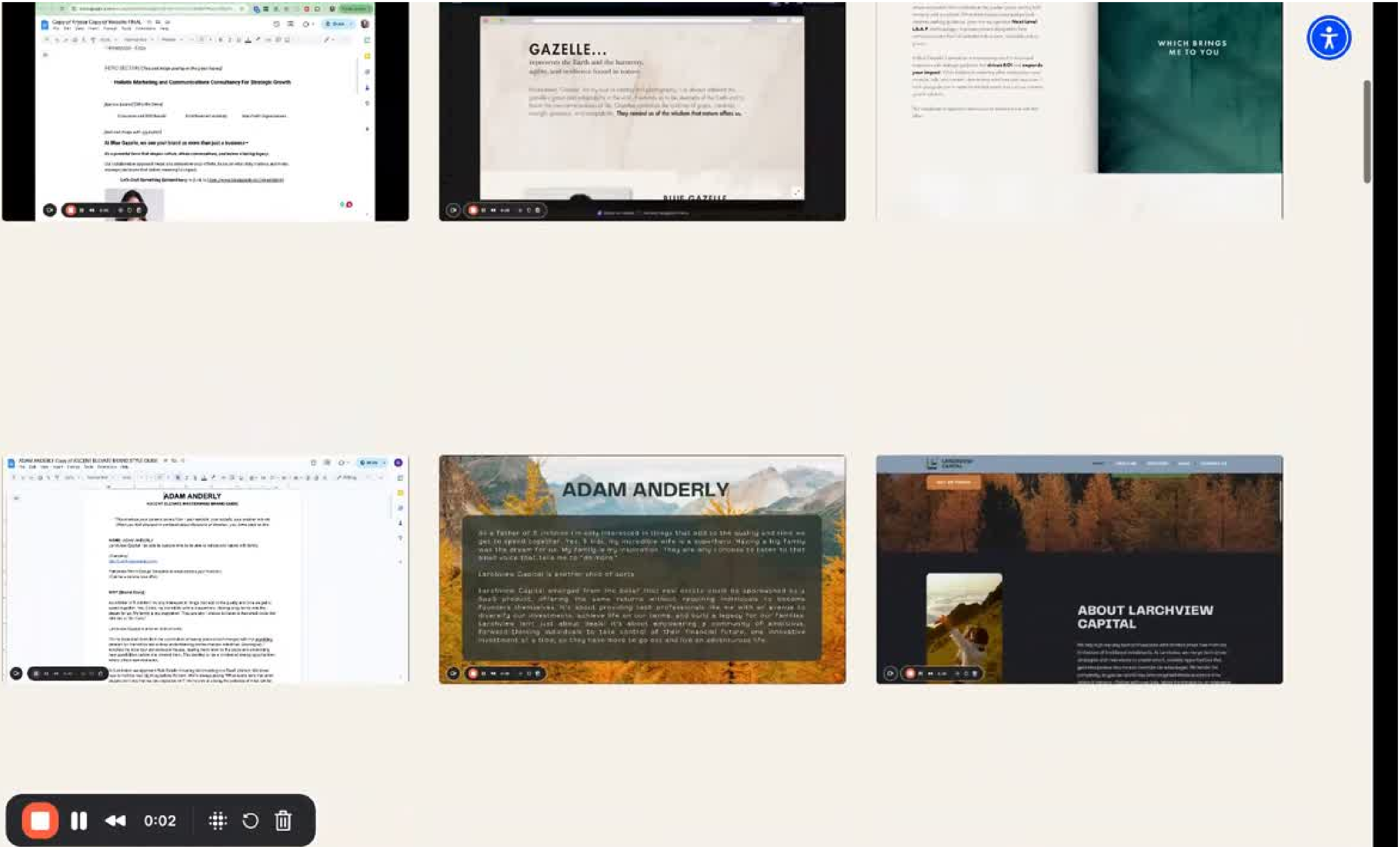


A-Z Funnel Experience



Branding Portfolio with Website Builds

<https://www.kellsiemore.com/about>



Improve Metrics with Data Decisions

Overall Growth Stats:

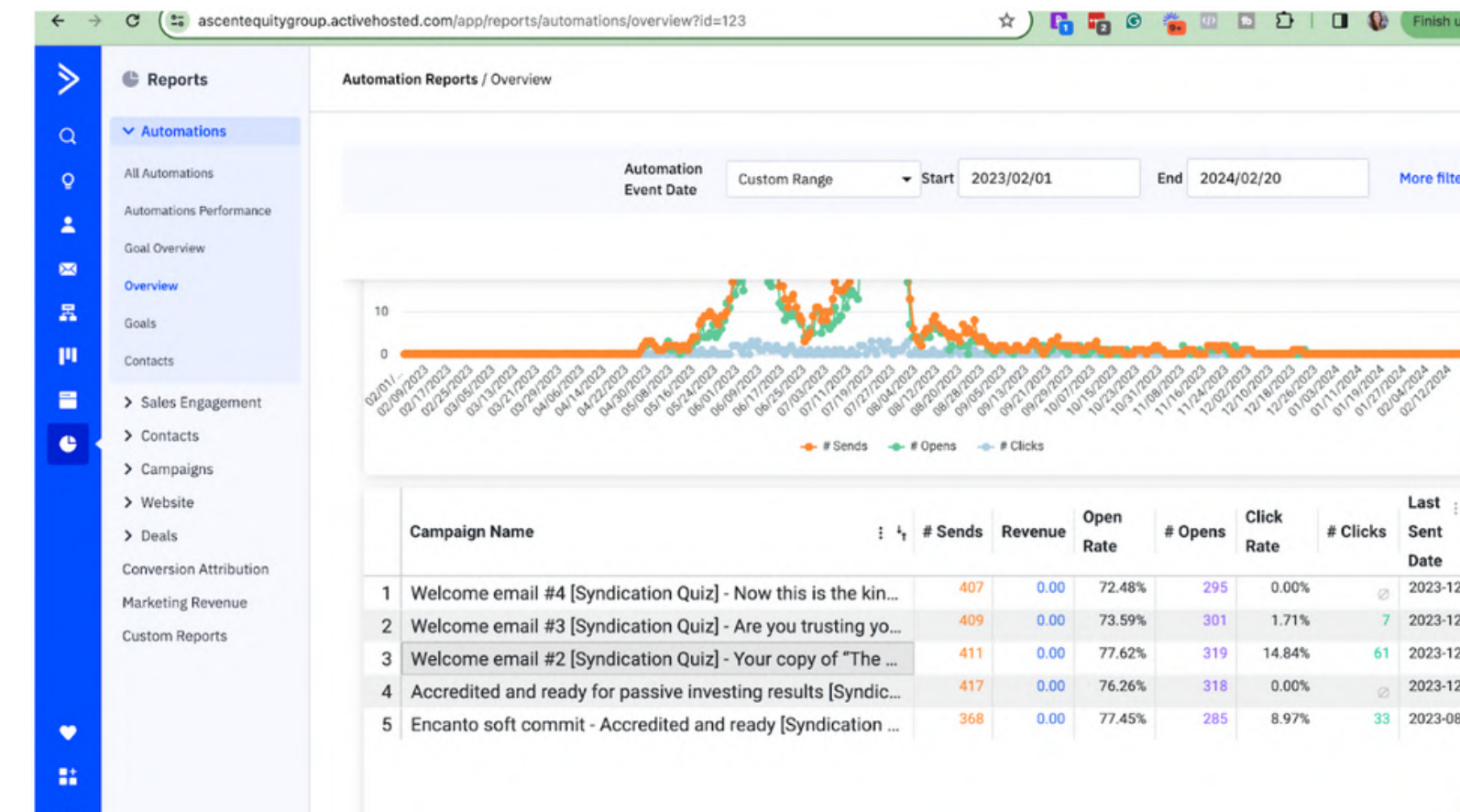
- Gained 198 new investors
- Gained 1,715 new leads
- **Email list to Investor conversion rate 10.52% for 2024** using the number of ppl who invested during 2024 [666] and the email list size excluding sparkloop [6,333]
 - Including sparkloop contacts [7,679 email list] = 8.67%
 - Conversion rate with full email list size [7,679] and full amount of total investors [1,161] = 15.12%

Emails:

- Grew list size +1,715 new leads [3,079 total but 1,364 are sparkloop]
 - From 4,618 to 6,333 [or 7,679 w/o sp]
 - Average engagement from all lists is 32.7%
- Average open rate 52% [dropped from avg 60+% with sparkloop]
- Average click rate 2%

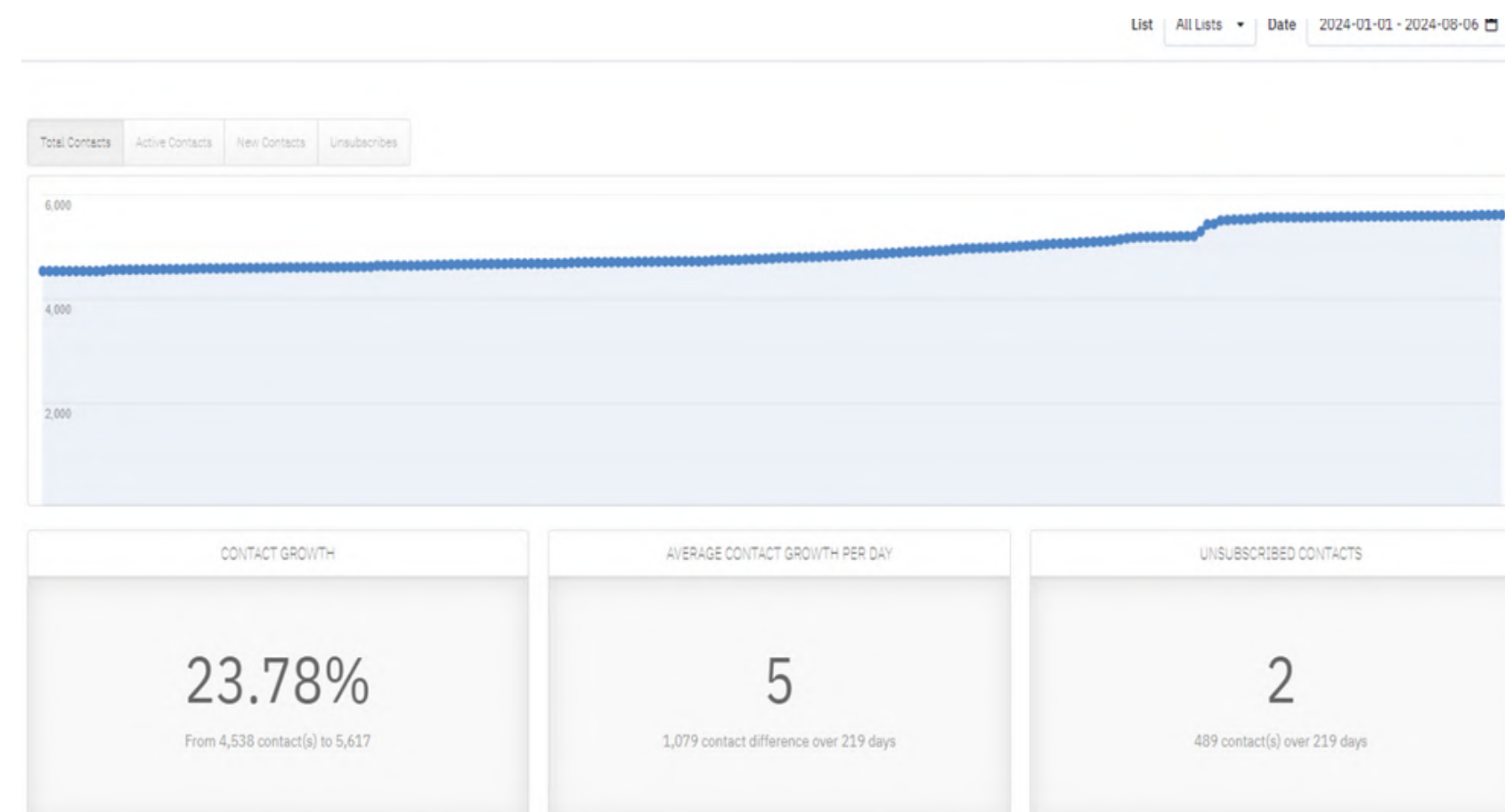
Social Media Organic:

- Grew +2,290 [from 2,000 to 4,290]
- Trackable leads +174
 - Clicks = 1,306
 - Starts = 428 [32%]
 - Leads = 174 [40%]



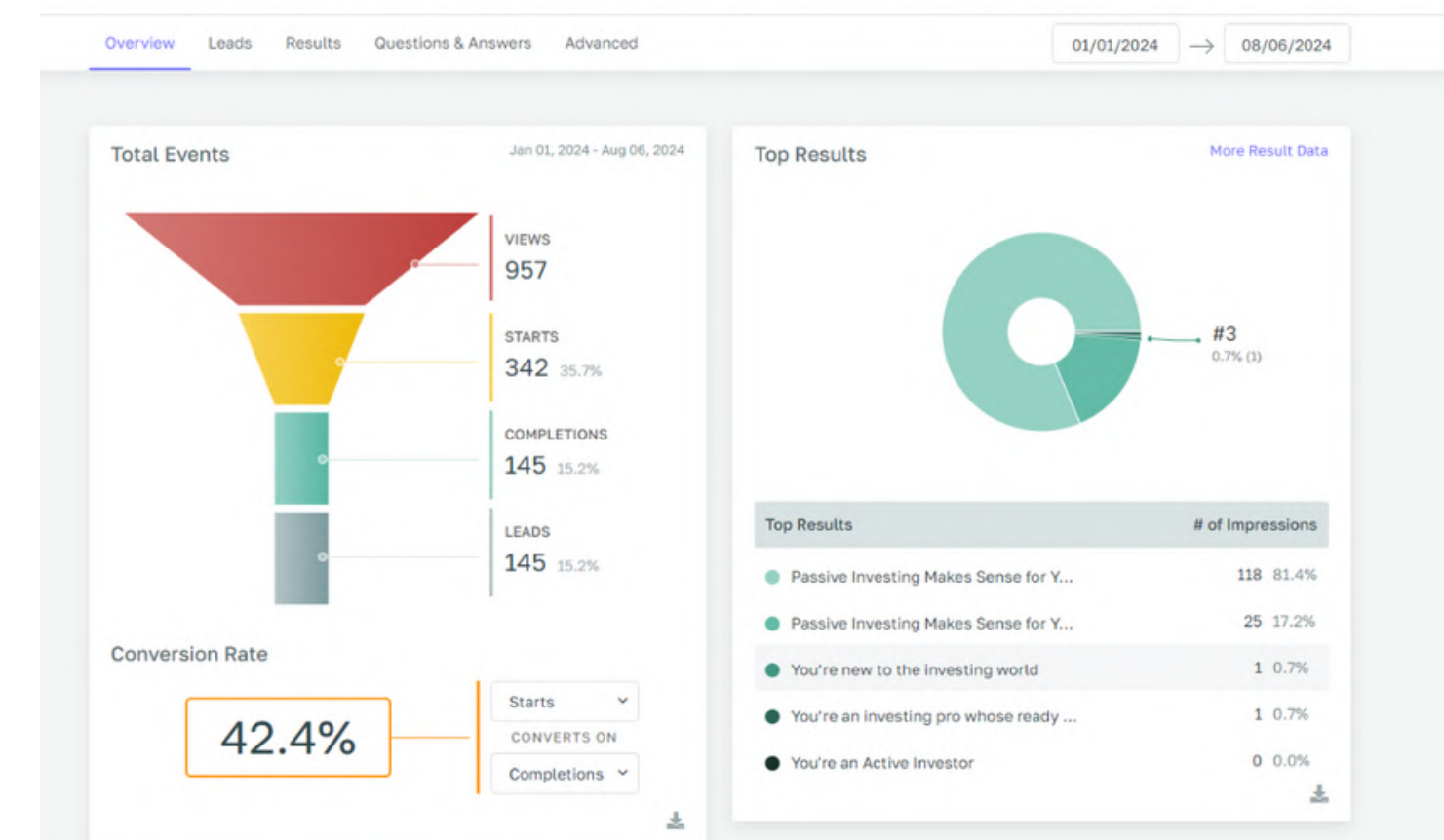
Funnel - New quiz lead magnet that converts ~43% [up to 70+% in July]

- Provided 526 new emails
- 77% Open rate, 14% Click rate on the clickable email that delivers a bonus new lead magnet "Ultimate Guide to Syndications"



Analytics

How to Know if Syndication Investing Makes Sense For You?



Meta Ads

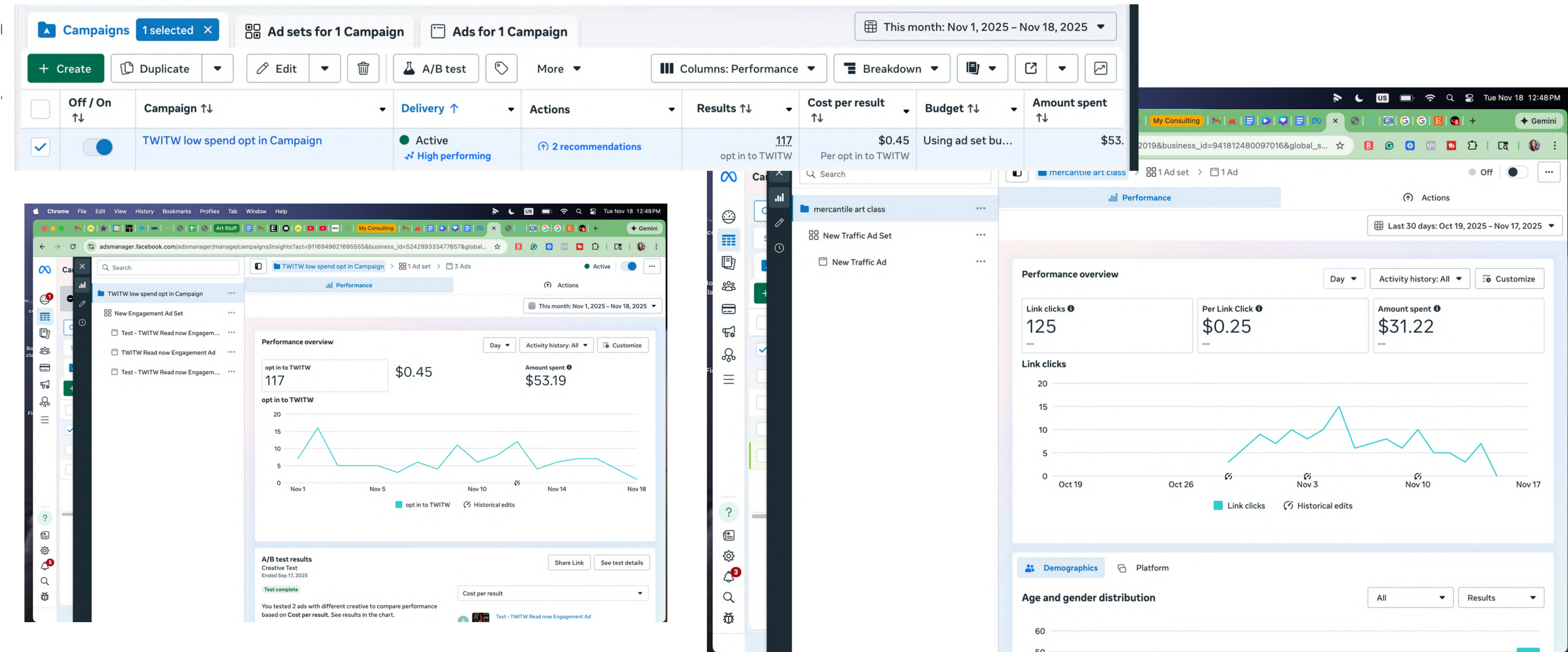
I work with small and large budgets ranging from \$200/month - \$20,000/month.

I can get you results no matter your media buying power.

A/B Testing and Slow Scaling to Maximize ROI.

One client with .25 cent clicks

Another client with email opt-ins for .45 cents per lead



Elevate Your Brand
Reputation through Video
Presence

Refining Brands through captivating marketing and the power of video presence.

Video = Trust. Be The Authority in Your Niche through Authentic, Powerful, Compelling Video.

Emerge As The Leader You Are by Showing Up In a Big Way In Your Industry. You demonstrate your legacy every time you are on camera, so you must be presented in an accurate way.

Individual Training for:

- Speaking On Camera
 - Body language
 - Overcoming nerves
 - Media preparation
 - Video Marketing Plan
 - Social Media Campaigns
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Project Management + Operations

Project Management

- Work with your team to jump in wherever you're at, as well as versed in conceptualizing and seeing things through beginning to end.
- Implement processes and procedures to improve overall efficiency.
- Develop written documents and reports related to projects and operations.
- Oversee preparation of marketing copy, images, videos, emails and other collateral.
- Identify plans and resources required to meet project goals and objectives.
- Develop and initiate projects, manage costs, and monitor performance.
- Provide management for internal personnel, contractors and vendors.
- Conduct business strategy, launch planning, and execution.
- Manage a global, remote team.
- Detailed, daily work in Slack, G-Suite, Monday, Asana, Voxer, Zoom, Skype, Instagram.
- Obtain partnership and affiliate collaborations.
- Lead and monitor email marketing campaigns.



Head of Operations

- Streamline company processes and procedures while managing a fully remote team.
- Formulate analysis assessments to make informed decisions on proposed projects and marketing campaigns.
- Drive operational direction, administrative, and coordination initiatives to improve our user experience, team culture, and efficiency in project completion rate.
- Hire, onboard and train interns and independent contractors.
- Oversee organic social media growth and wrote copy for paid ad campaigns.
- Lead Project Management primarily through Monday and Slack SaaS.
- Develop program plans, goals, objectives, and milestones for evaluating and measuring the effectiveness of operations.
- Develop and initiate projects, manage costs, and monitor performance.
- Provide management for internal personnel, and contractors.
- Update operational methods, track information, and compile data to improve efficiency.



Project Samples

Live Video Presence Coaching

- Show up with confidence, authority and relatability on-camera
- Be as articulate and confident on video as you are in person
- Increase your celebrity, credibility and impact with compelling video marketing
- Grew personal Youtube channel to over 8,000 subscribers



Live Retreat

Kellsie successfully created, marketed, launched and hosted a live in-person, 3 day retreat for entrepreneurs.

- Custom step and repeat
- Individual sessions with a professional videography crew
- Custom HMUA, coaching and video deliverables for each attendant
- Sponsored gift bags
- Key note with an out of state guest speaker
- Coordinated Travel
- Professional photographer
- Catering
- Yoga session



Digital Courses

- Designed, created, and built several online courses and sold them as digital products and services for herself and others.
- Developed the content for the course.
- Created, compiled, and organized the course content.
- Launched the courses.
- These digital products can be stand-alone offers, be used as lead magnets, or be supplemental to an additional service or product.
- These products can exist as live promotions or in an evergreen funnel, depending on your brand vision and strategy.



Building Funnels and running full marketing campaigns

- Analyzed and reported statistics and determined opportunities based on KPI's, conversions, and social media reach and engagement. These metrics are key to the success of any product launch.
- Build custom funnels based on the software, brand vision, goals, social media, and product.
 - Lead Magnet Creation
 - A/B test Landing pages
 - Converting email sequences
 - Sales page
 - Follow up sequences
 - Conversion incentives
 - Mirrored ads and social media posts
 - Influencer and Press credibility campaigns
- Market research in real estate, a video app, online coaches, and crafted the entire funnel campaign from lead generation, retargeting, nurture sequences and sales call scripts to follow-up communication.
- Increased profitability by optimizing sales through paid ads, and marketing funnel campaigns with 59% cold email open rate and 8.9% CTR.



E-commerce

- Has set up drop-shipping e-commerce businesses online
- Sourcing products through alibaba, creating vendor relationships
- Conducting test projects with designers and manufacturers to find the best graphic design image and product to promote
- Creating full social media campaigns, Facebook ads and Facebook pages to promote the product



Firefly Serenity

\$19.99



Firefly Serenity Curse

\$21.99

Also experienced with NFT's and Discord.

Project Management

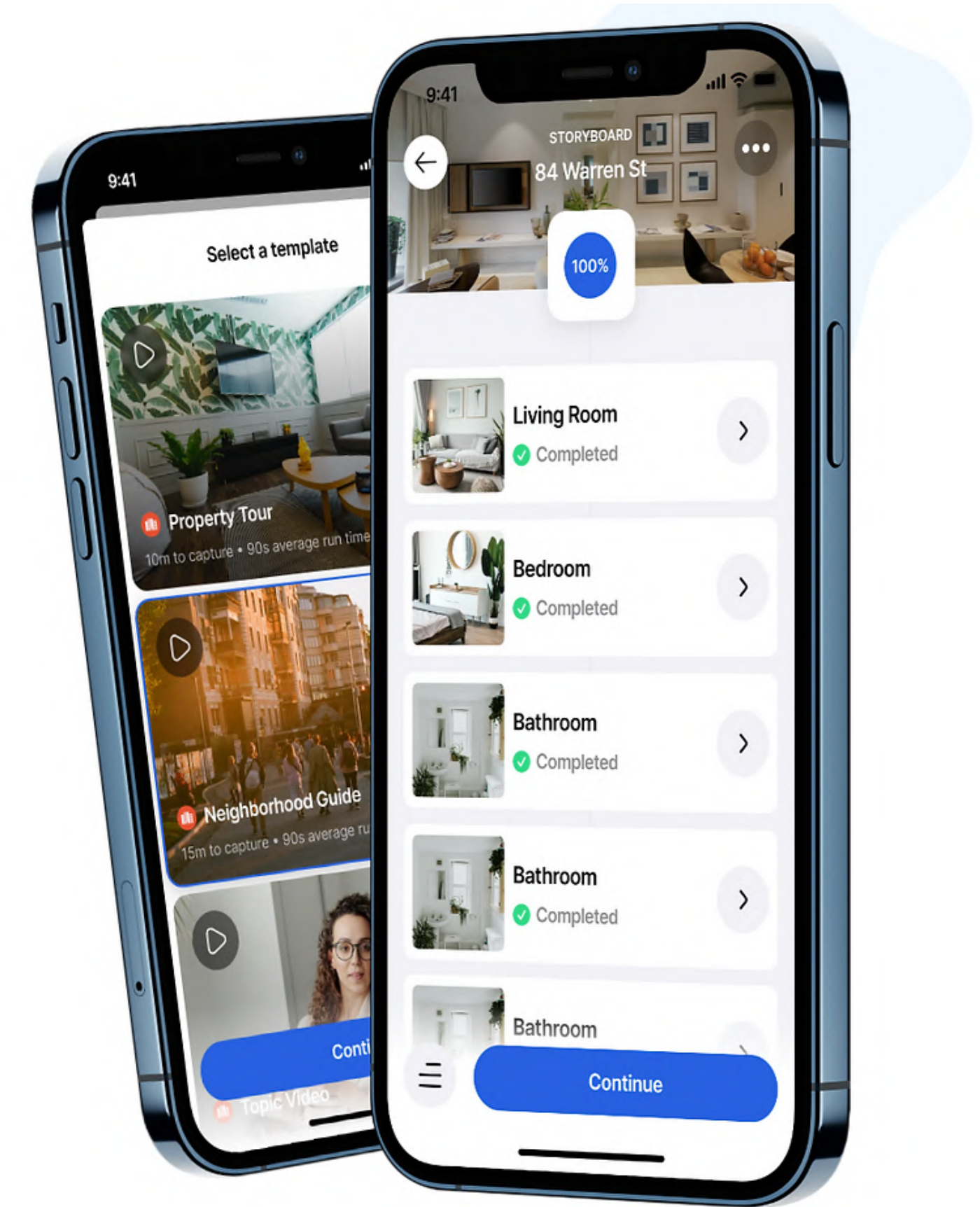
Experience in:

- Real Estate Brokerage
- Investing
- Personal Coaching
- Video Tech
- App Development
- Business courses and coaching
- Motivational Speaker
- Private Corrections
- Higher Education



Head of Operations - Tech Start Up App launch

- Spearhead business growth
- Strategic planning
- Process development
- Creating and meeting OKR goals
- Organization
- Delegation
- SOP's

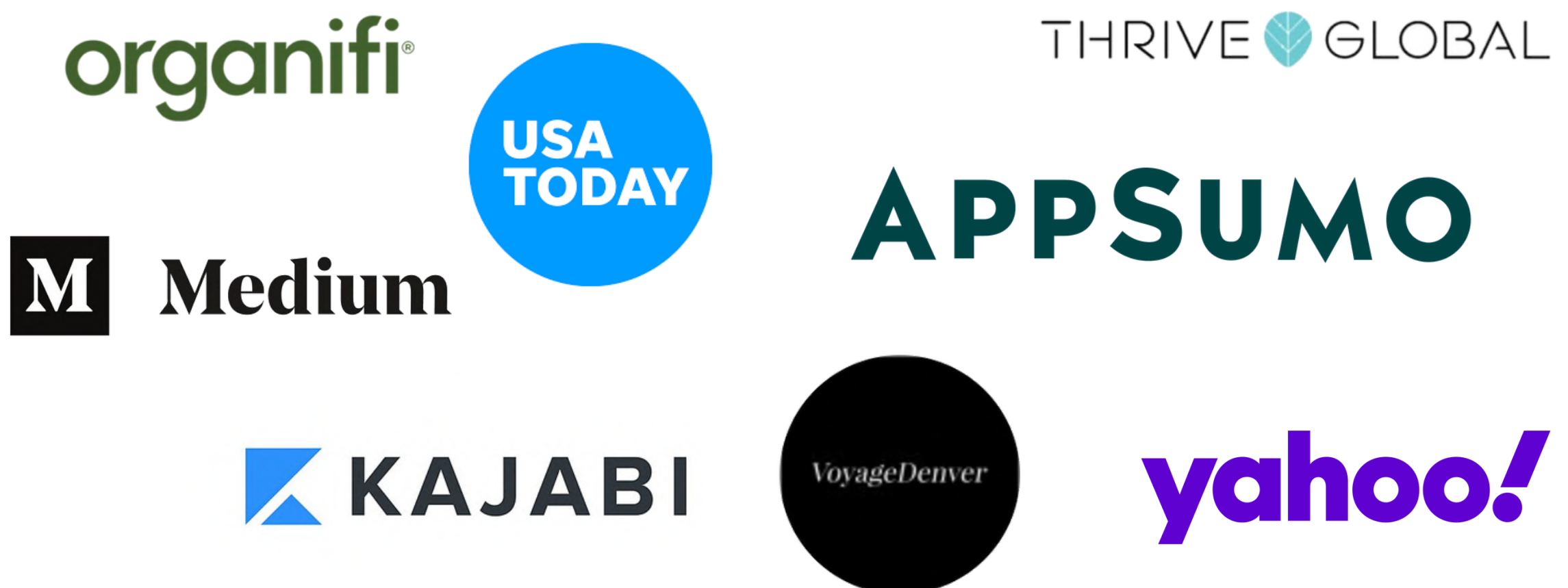


Partners, Sponsors, Press and Collaborations

Kellsie has developed and managed numerous sponsorships, partners, collaborations and press publications.

She understands how to best utilize social media, podcast tours, speaking events both live and virtual for optimal brand awareness, relevancy and growth.

Some of her partnerships have been with Ellen Yin with Cubicle to CEO, Succeed Smart Executive Training, Females On Fire Summit with Hayley Luckadoo, The Art Of Storytelling With Sita Rose, Unlock Your Online Visibility with Jessie VO, The Accelerate Online Summit with Destinee Berman, The Abundant Entrepreneur Summit with Kamille Cawley.



Testimonials

"I worked with her 1:1 and it has been one of the best decisions I've made for me personally and for my business"

- Ana Katz, Facebook Ads Specialist

"A huge thank you from when you guest spoke at my event..it created such a light bulb moment, a pivotal moment for my business with the messaging..it's been a game changer, it's very special what you were able to pull out of me." - Jen Norman, Health and Fitness Industry

"Seriously thank you SO MUCH for your course! The confident camera one has literally helped me so tremendously I can't thank you enough and I'm so happy I heard your podcast through Lori Harder's coaching feature because literally the day before I was praying for answers to help me move forward in my business. And I NEVER buy courses like that but immediately I did with yours and now see why!"

"Working with Kellsie is a no-brainer"

- Chris Harder, For the Love of Money

"She's just delivered so much more value than I what I was expecting as well...I'm so grateful to her for this experience" -

Julia Baldwin Taylor, Aligned Adventure

Professional Summary

Kellsie is a sought-after professional guest speaker of over 60+ events and podcasts and video presence coach for industry leaders. She is a seasoned Business Consultant offering 8 years of digital marketing and remote teams industry success. Accomplished, multi-faceted, and innovative digital marketer with a strong background in social media and integrated marketing across different channels. End-to-end experience across strategy, operations, execution, and analytics. Experience building strong relationships and working with multiple cross-functional teams. Thrives in a remote, fast-moving environment and has a passion for building community within teams.

Resourceful Project Manager with 11 years of expertise in organizing business operations, oversight, and management to achieve smooth flow and project operations. Talented professional considered a knowledgeable leader and dedicated problem solver. Attentive to detail with experience in coordinating projects, programs, and improvements. **Think big, be bold, and get things done!**



P L E A S E

N O T E

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