Kelly Hannigan

Digital Marketing / Demand Generation Manager

www.kellyhannigan.com

Digital marketing leader with experience managing website strategy, digital experience, search, and integrated campaigns from strategy through execution. Leads cross-functional teams and agency partners to improve how customers find, navigate, and engage with digital experiences. Combines strategic thinking with hands-on execution to turn customer insights and performance data into measurable improvements in visibility, engagement, and conversion.

SKILLS

- Website Strategy & Optimization
- SEO, AEO & GEO
- UAT & Quality Assurance
- Digital Experience & UX
- Agency & Vendor Management
- Digital Analytics & Performance Optimization
- Cross-Functional Project Management
- **Tools**: Figma, Drupal, Miro, G-Suite, Wrike, Salesforce, HubSpot, WordPress, BrightEdge

WORK HISTORY

Allied Universal - Digital Marketing / Demand Generation Manager *(February 2026 - Present)*

- Manage **website strategy and optimization across a digital ecosystem of approximately 25,000 pages and subdomain URLs**, overseeing enhancements from planning and stakeholder review through **UAT, QA, and launch**.
- **Lead a 10+ person cross-functional** web and search team spanning internal stakeholders and external agency partners, **improving on-time project completion by 30% within six months** while maintaining established monthly agency hours.
- **Help operationalize Allied Universal's AEO/GEO program** by refining AI prompts, evaluating citation and brand-presence data, aligning prompts with priority keywords and landing pages, and translating technical, site architecture, and content audit findings into actionable optimizations.
- Support website and SEO improvements associated with **21% traffic growth and a 13.3% increase in form fills,** connecting search and digital experience optimization to measurable business outcomes.
- Develop and launch **digital content and conversion-focused experiences**, including landing pages, campaign assets, customer communications, and product launches, ensuring brand and compliance alignment across digital touchpoints.

TheRiot Agency - Brand Manager *(August 2023 - February 2026)*

- **Directed a full rebrand and WordPress launch,** resulting in **690+ new high-value keyword rankings** and a **42% increase in organic traffic**, significantly boosting inbound lead volume.
- **Lead brand strategy and marketing execution across multiple client portfolios**, aligning creative

deliverables with business objectives to drive awareness, engagement, and pipeline growth.

- **Manage full-cycle marketing project delivery**, ensuring brand consistency, high production quality, and measurable outcomes across campaigns, digital assets, and integrated initiatives.

TheRiot Agency - Junior Brand Manager *(January 2022 - August 2023)*

- Managed **project scopes, budgets, and production timelines**, ensuring campaigns launched on schedule and aligned with brand standards.
- Acted as a client liaison across multiple accounts, **coordinating with vendors and internal teams** to support smooth execution and lasting partnerships.
- Supported content development and campaign rollout by writing briefs, organizing assets, and coordinating feedback for digital and print initiatives.

EDUCATION

University of Central Florida

B.S. in Integrated Business, Minor in Marketing

Activities and societies: Integrated Business Professional Association, Love Your Melon member, Alpha Xi Delta Sorority and Panhellenic Delegate Executive Member.

COMMUNITY INVOLVEMENT

American Advertising Federation Orange County (AAF OC) - Member *(September 2026 - Present)*

- Serve as a liaison between AAF OC and Ad 2 SoCal, strengthening collaboration and increasing engagement across events, programming, and membership.

Save Our Beaches San Clemente - Social Media Manager (*September 2025 - Present)*

- Develop and execute digital media strategy across social platforms and email to educate the community, promote advocacy efforts, and drive volunteer engagement.
- Support on-site marketing initiatives, including event branding, signage, and local outreach, to strengthen community visibility and campaign impact.

GrowFL - Trusted Advisor *(October 2024 - February 2026)*

- Advise C-level clients on business growth strategy and represented TheRiot Agency as a trusted partner at executive roundtables, networking events, and industry forums.
- Supported the statewide executive awards program with GrowFL's President, advising on marketing, event strategy, and supporting day of logistics.

Pamper With Purpose - Founder *(April 2022 - Present)*

- Founded and operate a donation initiative that has redistributed 150+ hygiene products to women's and homeless shelters, reducing waste while supporting my local community.
- Manage all aspects of branding, outreach, and logistics, including donation collection, nonprofit partnerships, digital communications, and community engagement strategy.