

# Kelly Hannigan

## Brand Manager

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Strategic and cross-functional marketing professional with 4+ years of experience leading integrated campaigns, client communications, and go-to-market strategy for B2B and B2C brands. Proven track record of managing multiple client relationships, aligning internal teams, and translating business goals into scalable marketing plans. Proficient in executing marketing campaigns, developing client briefs, and driving collaboration between content, strategy, and analytics teams to ensure successful delivery and measurable outcomes.

### SKILLS

- Client Relationship Building
- Project Scoping & Planning
- Campaign Reporting
- Project Management
- Attention to Detail
- Brief Development & Execution
- Stakeholder Alignment
- Time Management & Prioritization
- Performance Reporting & Optimization

### WORK HISTORY

#### **TheRiot Agency - Brand Manager** *(August 2023 - Present)*

- Lead brand strategy and marketing execution across six client accounts, aligning creative output with business objectives and growth goals.
- Oversee the execution of integrated marketing campaigns, managing timelines, messaging, and cross-functional collaboration to ensure seamless delivery across digital, content, and paid channels.
- Cultivate strong client relationships by identifying new growth opportunities, product launches, and audience engagement tactics.
- Manage full-cycle project delivery, ensuring brand consistency, production quality, and measurable marketing outcomes across all 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.
- Identified early trends and consumer insights to inform campaign direction and creative strategy.
- Supported content development and campaign rollout by writing briefs, organizing assets, and coordinating feedback for digital and social initiatives.

### **Appleton Creative - Social Media Intern** *(August 2021 - December 2022)*

- Supported social media strategy by creating, scheduling, and publishing organic content.
- Assisted with SEO-focused blog content and WordPress updates to improve visibility and engagement.
- Contributed to email marketing efforts, including writing for the agency newsletter.
- Helped develop and adapt brand voice across industries, gaining experience in translating messaging for various B2C audiences.

### **Witley - UCF Campus Manager** *(December 2020 - May 2021)*

- Drove over 700 user signups as the sole UCF representative during a Silicon Valley startup's launch.
- Built relationships with student organizations to promote the app and onboard members.
- Managed and created content for the @ucfwitley Instagram account to increase visibility and engagement.
- Acted as the on-campus brand ambassador, optimizing outreach tactics to grow adoption and awareness.

## **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**

### **Save Our Beaches San Clemente - Social Media** *(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 - Present)*

- 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.