

KELLIE MCGINNIS

GET IN TOUCH

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Location: Milwaukee, WI

PERSONAL PROFILE

Marketing and communications professional with over 10 years of experience in digital marketing, social media marketing, content creation, and digital community management. Hardworking, independent, a quick learner, and a digital expert.

SKILLS

Social Media Marketing, Email Marketing, Copywriting, Content Creation, Photography, Sprout Social, Content Management Systems, Adobe Lightroom, Adobe Photoshop

ACHIEVEMENTS

Speaker at Small Business Development Center Business Lab Workshop on Improving Your Website and Social Media (Aug. 2025)

Speaker at ENGAGE Community Workshop on topic of Social Media Marketing and Member Communication (Feb. 2025)

Selected as an Exceptional Performance/Performer for contributions and performance at the City of West Allis (Dec. 2024)

Speaker at Writing for Social Media for HashtagMKE networking event (Oct. 2024)

Panelist at Social X "Xpress Ya Self" Homecoming Week discussion on Digital Media (Aug. 2018)

Speaker at "Sharing an Experience on Social Media" for HashtagMKE networking event (Aug. 2018)

Speaker at American Marketing Association - Whitewater on Experiential Marketing (October 2017)

ACADEMIC BACKGROUND

University of Wisconsin - Madison
BA in Communication: Radio, TV, Film - 2012

WORK HISTORY

City of West Allis - Government

Marketing & Engagement Strategist, Feb 2023 - present

- Lead copywriter for digital and print platforms including social media (paid and organic), ghostwriting for executive leadership, media advertisements, press releases, email, newsletter magazines, proclamations, and flyers to promote City updates, information, and events to residents and visitors
- Manager and content creator for over 10 City branded social media communities including planning, execution, creation, posting, and analysis which resulted in 30% Facebook has growth 30% and 50% Instagram growth
- Administrator for City website and City mobile content and Visit Stallis tourism website using content management systems

CHARM Music Magazine

Writer & Photographer, Feb 2023 - Present

- Writes reviews for local concerts on deadline
- Photographs local concerts and edits content for use on social media platforms and CHARM website on deadline

Summerfest - Music Festival

Digital Community Manager, Dec 2019 to Sept 2022

Digital Content Coordinator, Jan 2017 to Dec 2019

- Sole manager of the planning, execution, creation, posting, and analysis of data for over 20 digital and social media communities on various platforms for multiple brands which resulted in 18% growth on Facebook, 60% growth on Twitter, and 730% growth on Instagram. Additional platforms managed include LinkedIn, Snapchat, TikTok, Reddit, YouTube, Pinterest, Giphy, Bandsintown, and Spotify
- Worked with sales to determine effective digital campaigns for sponsors
- Assisted in the management of five brand websites and email databases using content management systems.
- Supervised team of photographers, videographers, influencers, and shot-list

Entercom Madison - Radio Group

Digital Director, Oct 2014 to Sept 2016

Digital Assistant, Mar 2013 to Oct 2014

- Managed digital brands, marketing and communities of three radio stations including print, web, social media, e-mail, and mobile campaigns
- Updated three websites daily using content management systems
- Delivered analytics to sales team and clients and provided suggestions for improvement when necessary
- Produced, filmed, and edited video and photo for clients and visiting musicians

YMCA of Dane County

Digital Marketing Coordinator, Sept 2013 - Oct 2014

- Developed and executed digital marketing strategy for web, social media and e-mail using content management systems
- Shot, produced and edited video and photo for website enhancement and social media