

KELSEY HILLNER

STRATEGIST

EDUCATION

Denver Ad School

Strategic Advertising

September 2020 - December 2021

University of Richmond

Social Media Professional & Strategist
Certificate

GIS Fundamentals Certificate

Grassroots Lobbying & Political Advocacy
Certificate

2019, 2020

Furman University

Bachelor of Arts: Earth & Environmental
Sciences

Minors: Communications and Studio Art

2012 - 2016

TOOLS

MRI Simmons

GWI

mTab

Ace Metrix/Vivvix

Brandwatch

AGENCY LEADERSHIP

Women's ERG Lead

Green Team Lead

D&G Internal Culture Team Member

VOLUNTEER

Surfrider LA: Events & Development Committee

Denver Rescue Mission

Bella Boutique - Colorado

Oceana: Partnerships Coordinator

WORK EXPERIENCE

Strategist

David&Goliath | Kia, Child Rescue Coalition, US
Forest Service, New Business

Strategist: March 2023 - present

Jr. Strategist: November 2021 - March 2023

-Uncover cultural and consumer insights to identify
unique opportunities and ways for clients to become
part of conversation.

-Conduct and synthesize research on brands,
products, audiences, and competitive landscapes.

-Own development of thoughtful and inspiring
creative briefs; manage inputs from clients, internal
teams and partner agencies.

-Analyze campaign and testing results, forming data-
driven conclusions as to why creative succeeds or fails,
and translating them into actionable insights and
optimizations.

-On-going social listening and updates on trends,
social media best practices and platform offerings.

-Collaborate with teams on content strategy, design,
creative and execution to ensure creative work
ladders up to strategy through execution.

Strategy Intern

LRXD | MegaFood, HumanN, Nature's Sunshine,
Qemp

June - November 2021

-Undertake and synthesize research to develop sharp
insights and point of views.

-Build compelling and inspiring creative briefs for
product launches.

-Present thought leadership strategy to clients,
partner agencies and internal teams.

-Lead and conduct stakeholder interviews to
determine brand pillars and messaging.

Federal Policy & Campaigns Associate

Virginia Conservation Network

July 2019 - December 2020

-Educate and mobilize VCN partners and members of
the public to support the core environmental
programs.

-Write, create, pitch and publish communications:
op-eds, petitions, sign on letters, newsletters, blog
posts and social media.

-Organize and plan education and awareness events,
often partnering with Members of Congress.

-Lead 100+ partner organizations as State Lead for
multiple national campaigns.