

KELSEY MCCLELLAND

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Summary

Experienced Product Specialist with a solid track record of driving product success and revenue growth by understanding customer needs and market trends. Skilled in leading cross-functional teams, executing data-driven marketing initiatives, and utilizing top-notch tools like Zoho CRM, Figma, WordPress, and Adobe Creative Suite. Known for outstanding communication and the ability to deliver engaging presentations.

Skills

- Data analysis
- Value propositions
- Cross-functional leadership
- Product launches
- Presentation skills
- Design Sense
- User feedback collection
- Project management
- Technical acumen
- Outstanding interpersonal skills

Experience

01/2023 - Current

Product Specialist, **DynaTouch, A Division Of Harris Computer**, Remote, US

- **Spearheaded the launch of a customer support portal**, boosting web-based ticket submissions from 0% to 14.7% by hosting engaging training webinars.
- **Championed cross-functional team collaboration**, aligning priorities and enhancing product outcomes through effective communication.
- **Delivered compelling product demos** to clients and partners, showcasing unique value propositions and driving interest.
- **Initiated a customer outreach and win/loss analysis program**, leveraging Zoho to gather insights and inform product strategy.
- **Oversaw product development with R&D**, ensuring customer needs were met and product visions were realized.
- **Authored comprehensive product documentation** including user guides, knowledgebase articles, training presentations, and technical specifications, tailored for diverse audiences.
- **Created product prototypes in Figma** to support sales demos and enhance customer understanding of product features.
- **Optimized team workflows** by designing Zoho CRM modules, forms, and reports to streamline collaboration and data collection processes.
- **Managed P&L documents** for all kiosk purchases, ensuring accurate financial reporting and cost transparency.

01/2020 - 12/2022

Marketing Specialist, **DynaTouch, A Division Of Harris Computer**, Remote, US

- **Led a successful product migration launch** by creating detailed launch plans and collaborating with cross-functional teams, achieving a 100% customer migration rate.
- **Provided strategic insights** from Product Management courses to senior stakeholders, driving the creation of a new Product Management department within the company.
- **Managed the end-to-end development** of six company websites, earning recognition for outstanding performance and impactful results.

- **Elevated brand recognition** through targeted marketing campaigns, aligning design and messaging with customer pain points to enhance engagement and retention.
- **Recognized for exceptional collaboration** and results, receiving accolades from leadership, including an 'Above and Beyond' badge from a Manager and an EVP.
- **Exhibited a strong work ethic and focus**, earning the 'Discipline – unwavering & relentless focus' badge for consistent delivery of high-quality work.

05/2019 - 12/2019

Digital Advertising/Marketing Specialist, **DynaTouch, A Division Of Harris Computer**, Remote, US

- **Revamped marketing materials** by designing new handouts and refreshing existing ones to align with company branding, improving consistency and messaging.
- **Created engaging digital content** for kiosk projects by leveraging design templates and adhering to branding standards, enhancing visual appeal and customer engagement.
- **Assisted the sales team** by preparing tailored resources and providing on-demand support, contributing to more efficient sales processes.
- **Managed and organized extensive Excel mailing lists**, totaling thousands of recipients, to ensure accurate distribution of promotional materials and maximize campaign reach.

Education

Bachelor Of Science, Advertising

The University Of Texas At Austin, Moody College, Austin, TX

- Coursework in Integrated Communication Campaigns, Advertising Media Planning, Professional Communication Skills, Psychology of Advertising.
- Led group projects and presented a brand book and launch plan for a real business to 100+ students in an Advertising Media Planning course.

Certifications

Certificate in Business Foundations

The University of Texas at Austin, McCombs School of Business, Austin, TX

- Coursework in Statistics in Market Analysis, Foundations of Management and Organizational Behavior, Introduction to Macroeconomics, and Introduction to Microeconomics.

Pragmatic Certified Product Marketer

Pragmatic Institute

- Coursework in Foundations, Market, Launch, and Price.

References

References available upon request.