

Kelly Walsh

Creative / Marketing / Advertising / Anything

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Kelly Walsh
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Experience

Director of Marketing, Producer, KSFR 90.7/101.1 Santa Fe Public Radio. October 2001-October 2007

Instrumental in establishing a comprehensive marketing strategy for a struggling, small market radio station. Brought new ideas and awareness to the station during a management transition that was critical to its survival. Helped build community goodwill and support through fundraising campaigns and on-air fund drive incentives. Redesigned KSFR logo and all logo collateral, promotional merchandise, banners and internal communications to reflect the station's new direction and management goals. Lead the overall branding of the station's news team- the department eventually achieving AP award status (multiple Station of The Year awards), and rolling out BBC-partnered programming for Northern New Mexico. Helped focus new programming changes, station-branded merchandise, advertising, and Podcasting; changes that secured KSFR as the area's preeminent Public Radio Station.

- Handled **marketing** and **advertising** efforts while station was in transition from college management to Northern New Mexico Radio Foundation. Created first-ever ad campaign for station.
- **Key strategist** overseeing the promotion and public awareness of KSFR's AP award-winning news team, BBC feeds, and the overall direction of the station's image and community rapport.
- **Programming Committee Advisor**- Actively worked with General Manager to tailor new programming for target audience; developed guidelines to integrate a diverse programming schedule. Worked with program producers to establish new listener markets and community presence.

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- **Remote Events Coordinator:**

Site coordination, including liaising with on-site personnel, verifying technical capabilities, and determining viability of remote broadcasting.

Determined all non-technical on-site requirements, including tents, tables, merchandise, flyers, and program guides; and coordinating their transportation and setup.

Event Promotion, including direct mailings to donors, production of radio spots, promotion in local publications, event flyers, and posters.

Signage, including creation, production, and storage.

Management of merchandise sales if appropriate for the event.

Recruiting, training, and managing volunteers to staff public events, including on-site management.

Liaising with KSFR Staff for remote radio broadcasting opportunities.

Working with the General Manager & Underwriting Director to seek out new opportunities for KSFR to be part of community events and in the public eye.

- **Updates to website / banner ad creation** (concepting and implementation), and website development.
- **Fundraising materials production-** copywriting, collateral, web copy, promotional coordination,

**On-Air Radio Host/Personality,
KSFR 90.7/101.1 FM Santa Fe Public Radio
October 2001-October 2007**

- Engineered, produced and hosted two highly-rated, mixed format radio shows- Prairie Home Invasion and The Unheard Music. Programs highlighted local musicians, national touring acts, radio theater, and eclectic musical histories.
- Hosted wide variety of live - musical guests/interviews.
- Utilized as on-air substitute for a wide variety of live programming throughout the KSFR schedule.

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Marketing Director, *The MarketPlace Natural Grocery*, Santa Fe. August 2002-October 2004

- Instrumental in all aspects of opening new store. Created transitional campaign, and designed many elements of the store, such as artwork, murals, paint schemes, signage, bags - and overall store presentation.
Designed custom product line (package design, fragrance development) for health and beauty department.
- Fostered community events and charity organizations that would benefit from The MarketPlace name and customer base. Raised considerable funds for animal rights groups, women's health organizations, organic farmers' co-ops, etc.
- Created community-focused campaigns ("It's a Local Thing") to counter out-of-state chains (Whole Foods, Trader Joe's) moving into the Santa Fe market. Successfully positioned The MarketPlace as THE locals' choice for organic and natural groceries.
- Created overall marketing strategies, advertising (print and radio), as well as creating in-store graphics, signage, sales flyers, employee newsletters, etc.

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- Worked with department managers to define and target their customer in a more efficient manner. Helped managers stay compliant with fair trade and sustainable issues following the store's core principles and mission statement.

Owner, Creative Director, *ampersandgroup, inc.* 1994-present

- Created "agency without borders" to quickly and efficiently service clients from diverse geographic regions. Enabled account servicing from Australia to San Francisco with minimal staff requirements and zero overhead increases.
- Educated local small business owners as to the benefit and concept of strategic advertising. Broke the mold of "Yellow Page" look-alike ads, to the end of effective, more targeted solutions.
- Developed interactive portfolio system for artists, galleries, and business. Product used as a marketing tool to replace traditional methods of promotion and brand development.

Vice President, *Docken / Drennan / Spiegel & Associates Inc.* 1991-1994

- Founding partner in advertising/marketing company, Santa Fe, NM. Chiefly responsible for marketing southwestern products in Europe and Japan.
- Developed "Santa Fe Style" product for EuroDisney. Involved from concept to completion.
- Helped establish preliminary marketing strategies for sole importer of Mercedes' Gelandewagon (4x4 vehicle).
- Retained as advisors for high-end European car rental agency. Also laid groundwork for same agency to enter into U.S., offering classic automobiles for European tourists.

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**Art Director, Creative Supervisor, *BBDO West* (Los Angeles)
1988-1991**

- Responsible for maintaining consistent quality and creativity within creative/print production department. Brought level of professionalism and effective marketing solutions to higher levels in a short period of time.
- Produced print/newspaper ads, billboards, television spots, direct mail collateral and brochures for a number of clients.
- Integral participant in numerous creative pitches, client meetings and trade shows. Developed professional working relationships with clients—frequently played "account-side" role in an understaffed environment.
- Pioneered in-house computer-driven color separations, typesetting and presentations. This resulted in lowered cost to both client and agency through reduction of external service costs.
- Produced, directed, and worked as assistant account executive on television spot/corporate video for one of the largest computer network/training companies in the US and Canada (CISD, a subsidiary of the C. Itoh group). Delivered within deadline and under budget (excluding media).
- Initiated and assumed creative control over several major collateral/promotional campaigns for various products from beer (Asahi) to credit cards (JCB).
- Designed several trade show booths for software manufacturers. Involved from rough design to participation at trade shows.

Education

Attended St. John's College, Santa Fe, NM. Classical/Great Books curriculum led to unique insight into the human condition and strengthened an already creative approach to problem solving and group dynamics. Left program early to accept art director position for Los Angeles ad agency (BBDO LA).

Other Facts

Public Radio champion/lover. Chef de cuisine for friends and family. Born 1968...6'1, excellent health, have traveled globally...able to work individually or in a creative unit, to the end of producing the best possible work for the client and the agency/organization.....

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Partial Client List

- **Activision**
- **Apple computer**
- **Asahi Breweries**
- **Asatsu/BBDO**
Corporate Image
- **Asmik**
- **Biosgroup**
- **C.Itoh (CISD)**
- **Deep Ocean**
Engineering
- **Edwin Jeans**
- **Element Homes of**
New Mexico
- **Japan Credit Bureau**
- **Japan Tobacco**
- **Kasco Golf**
- **KSFR/Santa Fe**
Public Radio
- **The Marketplace**
Natural Grocery
- **Mitsubishi Motors**
- **New Village Institute**
- **Pioneer Electronics**
- **Rancho Viejo**
de Santa Fe
- **Santa Fe Alliance**
- **Sony/Imagesoft**
- **Sunsoft**
- **USDA**
(Santa Fe Hot Shots)
- **Won.Net/Flipside**

Visit the online portfolio:

<http://foliodisc.com/portfolio/k.html>