

**Kelly Drennan Walsh**

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PROFILE

Dynamic creative professional with over twenty-five years in advertising, marketing, and broadcast media. Highly adaptable and fluent in all aspects of design and production. Skilled in concept development, layout and production, and technical ability across a variety of mediums; Big picture outlook balanced with an eye towards details, budget, and client needs.

EXPERIENCE**Technical Theatre Production, Sandia Preparatory; Albuquerque, NM — 2014-2016**

Set design/build, sound design and lighting elements. Mentor students in construction and design techniques for live theatrical performances.

Owner/Creative Director, KAOSmedia — 2005-present

Created “agency without borders” to quickly and efficiently service clients from diverse geographic regions; utilized freelance network to handle creative output across the globe.

- Educated small business owners as to the benefit and concept of strategic advertising. Broke the mold of “Yellow Page” look-alike ads, resulting in effective, more targeted solutions.
- Developed interactive portfolio system for artists, galleries, and businesses. Product used as a marketing tool to replace/augment traditional methods of promotion and brand development.
- Produced 3D presentation and virtual “walkthrough” software solutions for clients; expanded sales reach and interest via hybrid media solutions.

Director of Marketing, KSFR Public Radio; Santa Fe, NM — 2001-2007

Instrumental in establishing a comprehensive marketing strategy for a struggling small market public radio station. Helped build community goodwill and support through fundraising campaigns and on-air fund drive incentives. Re-designed KSFR logo and all station 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.

- Handled marketing and advertising efforts during transition from college management to Northern New Mexico Radio Foundation. Created first-ever ad campaign for station. Built solid marketing plan and brand strategy that is still in use.
- 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/Remote Events Coordinator- Actively worked with General Manager to tailor new programming for broader demographic; developed guidelines to integrate a diverse programming schedule. Worked with program producers to establish new listener markets and community presence. Developed relationships with area-businesses for remote broadcasts, live feeds, and fund drive promotions.

Marketing Director, The MarketPlace Natural Grocery; Santa Fe, NM — 2002-2004

Guided creative direction for all aspects of new store opening. Created transitional campaign, and designed many store elements: artwork, murals, interior design, signage, and overall store presentation. Designed custom product line (package design, fragrance development) for health and beauty department. 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 to stay in line with the store's core principles and mission statement.

- Hosted in-store community events for 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; market leader in health and beauty departments.
- Created overall marketing strategies, advertising (print and radio), as well as creating in-store graphics, signage, sales flyers, employee newsletters, etc.

Partner, ampersandgroup inc; Santa Fe/Seattle — 1992-2000

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.

Creative Director, BBDO West; Los Angeles, CA - 1989-1992

Strategic, creative direction for varied international clients such as Apple, Asahi Breweries, Mitsubishi Motors, Sony. Transitioned print production department from traditional paste-up to all digital workflow. Broadcast, print, trade show and corporate branding expertise.

EDUCATION

St. John's College - 1987; Oregon State University- Master Naturalist 2017

REFERRALS

Upon request