

# JARED M KELLY

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## Vice President of Marketing / Direct Marketing Executive Strategic Thinking – Proven DR Marketing Experience

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### AREAS OF EXPERTISE

- P&L Responsibility for multimillion budgets
- Strategic thinking and long term planning
- Large scale project management
- “Outside the box” problem solving
- ROI-focused analytics and media tracking
- DRTV, radio, print, web, SMS, call transfers
- All aspects of short form DR marketing
- Effective copywriting skills
- Multivariate testing techniques
- Managing cross functional/marketing teams

### SUMMARY

Results oriented marketing expert with a 10+ year track record in planning, launching and managing direct response marketing initiatives. P&L accountability for \$15 Million annual marketing budget for BlueHippo Funding. Extensive background running short form DRTV, DR radio, print marketing and web based initiatives – all focused on one thing: ROI. A capable and respected leader who can roll up his sleeves to get the job done or direct a team to do so.

### PROFESSIONAL EXPERIENCE

#### **Edison Worldwide** *Baltimore, Maryland*

*(2001 – Dec 2009)*

Edison Worldwide was a leading direct response marketing company that built and marketed innovative financial products like BlueHippo Funding, Boost Credit and the Ultra4 Visa® Card.

#### **Chief Marketing Officer**

*(2003 – 2009)*

The CMO was responsible for planning, budgeting, forecasting, implementing and tracking all corporate marketing initiatives. Generated millions of cost effective inbound phone calls and web leads via TV, radio, print, call transfers and Internet advertisements. Built the Marketing Department from the ground up, directing each media personally until recruiting, hiring and training managers to take over.

- P&L accountability for \$15 Million annual direct response marketing budget for BlueHippo Funding
- Increased revenue from startup to \$250 Million and over 650,000 customers
- Built a marketing department that consisted of 11 marketing managers and creative personnel
- Produced over 100 short form DRTV and DR radio spots
- Wrote and edited 1,000+ print and web advertisements in addition to dozens of web sites, direct mail packages and scripts for outbound and inbound telemarketing
- Spearheaded a \$4.5 Million Spanish implementation that resulted in over 100,000 sales
- Worked closely with call centers (internal and overseas) to tweak marketing to increase conversion and lower talk time in order to drive overall telemarketing cost per order down by almost 20%
- Managed 9 outside media buying agencies for TV (IMS, Cmedia, EuroRSCG, RevShare), radio (Marketing Architects, Strategic Media) and print (Media Alternatives)
- Directed all web marketing including paid search, SEO, email and affiliate marketing
- Was on track to generate over \$100K/year (pure profit) by implementing list sales through Macromark

**Marketing Manager, HotPhrase***(2002 – 2003)*

HotPhrase was a business-to-business Internet marketing company combining cutting edge search technology with targeted consumer behavior. Through mostly outbound telemarketing and limited web marketing, the company generated over \$7 Million in Gross Revenue within the first 12 months.

- Developed, implemented and managed web affiliate marketing program
- Managed both acquisition and retention email campaigns
- Led the production of online flash movies and detailed product demonstrations
- Wrote and edited sales copy for multiple web sites and landing pages
- Learned to write HTML/ASP/ASP.NET in order to manage and build the front and back end of 3 different corporate web sites and intranets

**Marketing Coordinator, 1-800-Warranty***(2001 – 2002)*

1-800-Warranty was a home warranty provider using direct response marketing to reach consumers instead of traditional real estate channels.

- Managed 150M/month direct mail campaign
- Initiated “coupon” stuffer campaign with US Post Office
- Drafted various direct mail collateral and telemarketing scripts
- Was a key member of product management team, helped drive overall marketing strategies

**Dezina Marketing** *Baltimore, Maryland**(1999 – 2001)*

Under its flagship brand, Deli Around the Corner, Dezina Marketing was an innovative food Franchise that used grassroots marketing techniques to proactively engage business executives, offering meal and concierge services.

**Marketing Manager**

- Managed a marketing team of 7 representatives that generated records to date for:
  - Highest annual profit margins (2000)
  - Monthly sales volume (July 2000)
  - Daily sales (July 22, 2000)
  - Quarter sales volume (3rd quarter 2000)
- Conceptualized, implemented and managed daily marketing newsletter that led to 140% increase in orders on Wednesdays
- Developed complementary services supporting the core business such as dry cleaning delivery and car detailing services
- Worked with sales to pitch Papa John’s International on using our proprietary marketing system

**EDUCATION****University of Maryland, College Park***(1995 - 1999)*

Bachelor of Science in Marketing

3.51 – GPA, 3.72 GPA in Marketing courses

**Semester at Sea, Spring 1997**

Spent a semester in 1997 studying abroad; taking a full class load while traveling around the world. Visited 14 countries in 3 months, discovering various customs, languages and cultures. An eye-opening experience that has contributed more to my professional and personal development than my other years of schooling combined.