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# KELLY FIDDNER

## EXPERIENCE

**1/2019–Present**

*Owner • Fiddner & Co. Smart Marketing*

**5/2018–12/2018**

*VP Client Service & Strategy • Third Degree Advertising*

**12/2014–5/2018**

*VP/Director Marketing • Oklahoma Central Credit Union*

**12/2011–12/2014**

*Account Director • AcrobatAnt Advertising*

**10/2010–12/2011**

*Marketing Director • Littlefield Agency*

**11/2007–10/2010**

*NTR Director • Renda Broadcasting*

- ◆ Action-oriented, results-focused, strategy-minded senior leader
- ◆ 15+ years client experience; 7+ years team management
- ◆ Extensive experience developing strategic digital marketing initiatives
- ◆ Strong and effective communicator and problem solver

## EDUCATION

**Oklahoma State University, Stillwater, OK**

*Bachelor of Arts, Journalism/Advertising*

## COMMUNICATION

Fiddner & Co. Smart Marketing is a collaborative agency working with organizations to move their marketing forward with messaging and strategies that more mindfully connect with audiences.

## LEADERSHIP

**BOOKER T. WASHINGTON FOUNDATION FOR EXCELLENCE**

Board of Directors

## CERTIFIED YOGA INSTRUCTOR

∞ 500-Hour Registered Yoga Teacher ∞ Trauma Informed Yoga Therapy ∞ Yin Yoga ∞ Kundalini Yoga ∞ Lead public classes and workshops

## REFERENCES

[Available upon request.]

## **PRINCIPAL/OWNER**

*01/2019 TO PRESENT | FIDDNER & CO. SMART MARKETING*

- I partner with small to medium-sized business owners to create custom digital marketing strategies that elevate marketing messages and optimize advertising investments.
- For nearly two decades, I've managed marketing departments on the client side and client marketing efforts on the agency side within a variety of industries that quite literally range from A to Z.
- Dedicated, experienced senior-level marketing professional who brings a fresh perspective and strategy-driven leadership.
- Areas of expertise:
  - Credit union marketing
  - Thought leadership marketing
  - Healthcare marketing
  - Strategic planning
  - Marketing oversight and evaluation
- I offer a wide range of marketing, advertising and media buying services:
  - Digital marketing: SEM, SEO, targeted display & retargeting, social media advertising, OTT, digital audio, native advertising
  - Branding refresh and development
  - Copywriting
  - Creative development
  - Tactical marketing: Content, email, social media
  - Event planning and marketing: Fundraisers, tradeshow, retail openings, live events, event promotion
  - Website design

## **VP CLIENT SERVICE & STRATEGY**

*5/2018 TO 12/2018 | THIRD DEGREE ADVERTISING*

- Reported to Chief Executive Officer and served as agency's senior account strategist, leading and growing client relationships.
- Oversaw all client strategies and maintained senior level contact with clients.
- Analyzed client input, together with background knowledge and research, to produce full communications and strategic marketing plans.
- Managed client budget planning and accountability to deliver maximum impact.
- Directed activities of account team to ensure proper agency service to clients.
- Managed and developed capabilities of the account service / strategy staff.
- Sought out new business opportunities with account teams to organically grow revenue.
- Presented and effectively sold communications plans, concepts, media and digital marketing plans to clients in cooperation with creative / media / digital team leads.

## **VP/DIRECTOR MARKETING**

*12/2014 TO 5/2018 | OKLAHOMA CENTRAL CREDIT UNION*

- Reported to Chief Strategy Officer and responsible for developing marketing direction and vision for \$500 million financial institution.
- Responsibilities include product marketing, public relations, copywriting, marketing communications, digital marketing, event marketing, lead development, and creative services.
- Lead implementation of marketing automation platform.
- Developed marketing strategy for First-Time Auto Buyer Program resulting in 430% YOY growth and generated \$3.2M in revenue.
- Created marketing and tactics to promote Financial Literacy Programs resulting in 123% YOY growth.
- Grew online banking users 13% YOY, exceeding goal of 8%.
- Collaborated with VP Sales to develop channel marketing strategies to grow loan production that surpassed lending goals.
- Orchestrated multimedia marketing campaigns to increase new visitors to website and achieve benchmark goals.
- Directed social media strategy that led to 623% growth in Likes.
- Led major brand differentiation effort that elevated the credit union's image and provided cohesive brand messaging across external and internal channels.
- Evaluated digital strategy and analytics to optimize reach and achieve goals.
- Supervised marketing staff; restructured department and job descriptions to streamline workflow and improve efficiency.
- Conducted market research to influence product and service modifications/improvements.
- Developed scholarship program for Oklahoma Central Foundation.
- Planned all fundraising and company events, including benefit concerts, branch grand openings, fundraising drives, etc.

## **ACCOUNT DIRECTOR**

*12/2011 TO 12/2014 | ACROBATANT ADVERTISING*

- Supervised major client accounts, including 13 Health Management Associates hospital systems.
- Advanced agency's new business effort with creation of highly targeted, strategic effort toward prospective clients in healthcare marketing.
- Conceived, orchestrated and authored ConsumerFocusedHealthcareMarketing.com, the agency's new business blog targeting the healthcare industry.
- Chaired client teams and managed financial performance of accounts.
- Controlled budgets, costs and resource allocation.
- Formulated strategic recommendations to grow client accounts and managed agency resources to ensure clients' needs were met.
- Negotiated to ensure profitability of assigned accounts.

## **MARKETING DIRECTOR**

*10/2010 TO 12/2011 | LITTLEFIELD AGENCY*

- Led the agency's strategic marketing initiatives and formulated a highly targeted approach to new business.
- Charted the strategic course for growth as member of Leadership Team.
- Headed and executed the agency's plan for new business.
- Collaborated with consultants to refine approach to new business.
- Enhanced agency's online presence (website, social networks, search, listing services).
- Composed and orchestrated development of proposals, RFP responses and new business presentations.
- Established and authored new business blog, TheOneThingBlog.com; supported the blog through email and social media marketing campaigns.
- Orchestrated agency PR and social media efforts.

## **NTR DIRECTOR**

*11/2007 TO 10/2010 | RENDA BROADCASTING*

- Transformed Renda's digital properties to strengthen the company's non-traditional revenue stream. Under my watch, the Tulsa market led the company (25 stations) in interactive sales for three consecutive years.
- Served as member of senior management team and reported directly to General Manager.
- Headed two departments, Interactive and Non-Traditional Revenue.
- Motivated sales teams by creating fresh integrated strategies to achieve clients' marketing objectives.
- Facilitated learning opportunities for sales teams and clients on consumer digital consumption habits with relevant statistics, content and case studies.
- Identified opportunities to build integrated campaigns within the company's arsenal of marketing tools: interactive, events, social media, mobile, etc.
- Orchestrated development of web content, sales strategies, inventory and packages for Renda's digital properties.
- Spearheaded production, sales, sponsorships, marketing and vendor partners for station concerts and events, including Summer Splash with Justin Bieber, Jingle Ball 2009 with Justin Bieber and Bowling for Soup, U.S. Cellular Party at the Park, Eggstravaganza, Woofstock, and \*Festival Earth™.
- \*Conceived and marketed Festival Earth™, an eco-friendly festival, which was subsequently trademarked by Renda to roll out to the company's other seven markets.
- Presenter at the March 2009 Radio Advertising Bureau annual conference in Orlando, Florida
- Migrated the company's media properties from first-generation websites to proprietary CMS platforms