

Kelly Mundle

Communications and Marketing Professional

kmundle125@gmail.com

EXPERIENCE

**Maryland Transportation Authority (MDTA),
Baltimore, MD — Marketing Manager**

January 2019 - PRESENT

40-50 hours per week

Lead for both internal and external informational, educational, recruitment and product marketing campaigns for a variety of agency needs via data-driven and experienced-based approaches. Facilitator for all marketing focused presentations to internal and external customers. Presentations highlight both future plans and post campaign impressions and impacts. Front line team member for agency crisis management most recently to include the collapse of the Francis Scott Key Bridge. UX design and content coordinator for the front end of the new DriveEzMD website. Contract and budget manager for the division's tandem marketing relationships. Supervisor of the 30+ person E-ZPass Outreach team developing SOPs, standards and organizational structure for events and staffing.

Additional responsibilities listed on page 2.

**MDTA (RJM), Baltimore, MD — Community Relations Assistant
Manager**

March 2018 - December 2018

40 hours per week

Coordination and design of large scale public events and town halls, both in person, virtual and over the phone. Edited, revised, and assisted in supervising the execution of MDTA's brand strategies via media campaigns (radio, digital, grassroots, etc). Liaised between engineers, consultant teams, elected officials and the project stakeholders for all aspects of front-facing and state agency project components.

EDUCATION

**University of Baltimore, Baltimore, MD— User Experience
Design Graduate Certificate**

January 2019 - December 2019

**Betamore Academy, Baltimore, MD— Front End Web
Development Bootcamp**

Summer of 2017

Salisbury University, Salisbury, MD— B.A., English Literature

August 2007 - May 2011

TECHNICAL SKILLS

Microsoft Office Suite

Adobe Product Proficient

60 WPM

Wordpress

Elementor

HTML Proficient

CSS Proficient

Software Testing/Trials

MATRIX/MRIS

MailChimp

MAC OS

PC

Dynamics PO

Maximo

ORGANIZATIONS

Betamore, TechHire Meetup,

TA for Build a Website in a
Weekend

**Maryland Food Bank, food
sorting, food harvest**

**Maryland Book Bank, Book
sorting**

**Healthy Harbor Foundation
Oyster Rehabilitation**

ADDITIONAL RESPONSIBILITIES

Maryland Transportation Authority (MDTA), Baltimore, MD — *Marketing Manager*

Continued from page 1: Coordinator of various events and sponsorship relationships with local area businesses and professional athletic teams. Liaison between DOC and Third Generation Electronic Toll Collection Team, assisting with correspondence changes, IVR streamlining, UX/UI design needs and cross-platform language updates based upon customer needs and trends. Public Information Officer (PIOs) for the agency. Content manager for internal communications platform Visix. Liaison between DOC and a variety of other divisions primarily focusing on campaign support.

ADDITIONAL EXPERIENCE

Callender Group of RE/MAX Preferred, Baltimore, MD — *Assistant/Licensed Agent/Digital Strategist*

July 2017 - August 2018

20-30 hours per week

Worked as a showing agent and assistant to Nicole Callender. Intimate knowledge of CRM tools in the industry. Controlled, created and moderated content for a WordPress based website and social media accounts including Facebook, LinkedIn and Twitter. Assisted in the development of First Time Home Buyer seminar programs between Realtors, lenders and title companies. Worked closely with clients, fellow agents and any contractors involved in the purchase or sale of properties.

Shrub District, Baltimore, MD — *Website/Social Media Content Specialist*

July 2017 - August 2018

10-20 hours per week

Maintained portions of Instagram, Twitter, and Facebook accounts. Created regular email campaigns via mass email clients like MailChimp. Content manager for Shrub District's website. Acted as in-person Baltimore outreach presence for the DC based company by hosting markets and tastings in area vendor locations. Completed outreach 'check-ups' to area vendor locations.

ProQuest, Baltimore, MD— *Senior Content Editor*

August 2011 - July 2017

40 hours per week

Specific focus on the United States Government Funding Opportunities. Researched and added new content to the product portfolio. Maintained, revised and added to existing content. Intimate knowledge of grants.gov and fbo.gov (government funding websites). Aided in the creation of standard operating procedure documentation for the addition of funding opportunities to the database. Trained and onboarded new staff as needed.