

Kalei Munsell

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Digital Consultant: Customer Experience & Interactive Marketing

University of Washington, Foster School of Business (2018)
Dual Concentration in Marketing and Information Systems

Work Experience

Accenture, Marketing Consultant (2018 – Present)

Global Technology Company, Creative Producer (2019)

- Cross-functional project management of migration communications and re-branding effort
- Producer for lifecycle and marketing emails with an audience of > 10M, and projected revenues of \$500K-6M
- Coordination of creative email strategy through development
 - Worked with 4+ creative agencies, 2 engineering teams, and global stakeholders across the company

Global Payments Company, Marketing & Strategy Consultant (2018)

- Development of global resourcing structure recommendation and communication plan for new push payment organization
- Creation and design of global sales collateral (journey maps, sales decks, supplemental materials)

SAP, Concur Customer Experience Designer (2015 - 2018)

- Research and design of interactive journey mapping
- Creation of infographics, signage, web design, and branding materials
- Cross-functional project management for customer experience communications
- Creation of marketing material and branding for SAP internship experience program

Gold's Gym Northwest, Director of Marketing (2011 - 2016)

- Market analysis, creation, and execution of marketing strategy
- Design of all promotional materials (flyers, mailers, coupons, signs, etc.)
- Management of club websites, mobile applications, and technology

Epoch Design LLC., Digital Marketing Coordinator (2011 - 2014)

- Content creation: digital media (Facebook, YouTube, blog, etc.)
- Search engine optimization and website management

Technical Skills

Digital Marketing

- SEO & SEM
- Social Media Marketing
- Content Marketing
- Brand Strategy and Development

Graphic & UX Design

- Adobe Illustrator, Photoshop & InDesign
- OmniGraffle

Presentation

- Microsoft PowerPoint & Word
- Public Speaking

Customer Experience

- Journey Mapping
- Client Management
- Omnichannel Strategy

Strategic Analysis

- Market Analysis
- Data Visualization & Analysis (Excel)

Coding Languages

- HTML, CSS

Community Involvement

Alpha Kappa Psi | Rho Chapter
Global Case Competition Club
American Marketing Association
Dream Project Volunteer
Women in Business @ UW

Awards & Strategy Cases

International Case Competition Maastricht (2017)
UW Global Business Center Scholar (2016)
UW Global Business Case Competition (2015)
Deloitte Case Challenge (2016)
Northwestern Mutual Case Competition (2016)
Target Consulting Challenge (2016)
Holland America Line Global Case Competition (2015)
International DECA Conference (2012, 2013)
Concur Intern Presentation (2015)
National Future Business Leaders of America Conference (2012, 2013, 2014)