



Kelsie J. Davis

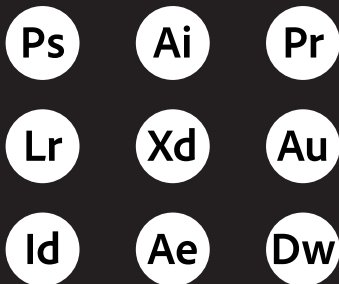
Marietta College
Bachelor of Arts Degree

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Proficient In:



Kelsie J. Davis

Senior Marketing & Communications Manager

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South Carolina Research Authority (SCRA)

Charleston, SC | May 2020 – July 2026

- Led statewide marketing and communications strategy for SCRA and its investment affiliate, SC Launch Inc., promoting South Carolina's technology and innovation ecosystem.
- Developed and executed integrated marketing campaigns highlighting the impact of startup investments, academic research commercialization, and economic development initiatives.
- Produced compelling multimedia content including videos, commercials, photography, digital advertising, and creative assets across multiple platforms.
- Managed daily content strategy and execution for LinkedIn, Facebook, Instagram, and X, increasing brand awareness and engagement.
- Wrote and managed internal and external communications, including email marketing campaigns, newsletters, website content, executive messaging, and social media.
- Planned and executed statewide media campaigns from concept through production, collaborating with creative teams, agencies, and media partners.
- Authored press releases and media materials that generated regional and national media coverage.
- Managed relationships with external vendors and agencies for two complete website redesigns and numerous marketing initiatives.
- Planned and supported corporate events, conferences, exhibitions, and innovation ecosystem programs across South Carolina.
- Represented SCRA at statewide conferences, trade shows, and industry events as a communications and brand ambassador.
- Led cross-functional internal teams and external partners on high-profile marketing, communications, and statewide collaborative initiatives.

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Accolades and Community Service:

- SCBIZ's Charleston Regional Business Journal 2025 Forty Under 40
- Graduate of Leadership Charleston Class of 2025
- Marketing and Communications Volunteer for Charleston Youth Leadership Council, Inc.
- Active Volunteer for Teachers Supply Closet

Graphic Designer

Medical University of South Carolina (MUSC)

Charleston, SC | January 2018 – April 2020

- Designed high-impact digital and print marketing materials supporting MUSC, MUSC Health, and university research initiatives.
 - Created annual reports, advertising campaigns, brochures, publications, presentations, environmental graphics, and branded collateral.
 - Produced video content, motion graphics, digital assets, and multimedia communications for internal and external audiences.
 - Collaborated with researchers, physicians, and leadership to develop creative campaigns promoting groundbreaking medical research and healthcare initiatives.
 - Contributed to enterprise-wide communication strategies and marketing campaigns under tight deadlines in a fast-paced healthcare environment.
 - Developed creative for statewide advertising campaigns including television commercials, bus wraps, vehicle graphics, animated digital ads, and brand awareness initiatives.
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Marketing Director

Belfair Plantation | Bluffton, SC

October 2013 – December 2017

- Directed all marketing, branding, and communications initiatives for a private luxury golf and residential community.
 - Designed and produced all print and digital marketing collateral, advertisements, promotional materials, and member communications.
 - Planned and managed annual advertising campaigns and marketing budgets.
 - Served as webmaster, maintaining website content, user experience, and member services.
 - Expanded and managed the organization's social media presence and digital marketing strategy.
 - Served as in-house photographer and videographer, producing promotional photography and video content.
 - Planned and executed member events, tournaments, and community engagement initiatives.
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Composing Director & Graphic Designer

Dix Communications | Cambridge, OH

December 2012 – September 2013

- Managed the composing department while supervising production workflow and daily operations.
 - Designed newspapers, magazines, advertisements, booklets, and other print publications.
 - Prepared files for commercial printing while maintaining quality control and production deadlines.
 - Edited website content and supported digital publishing initiatives.
 - Supervised department staff and coordinated production schedules.
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Creative Services Coordinator

Chicago Sky (WNBA) | Skokie, IL

May 2012 – November 2012

- Designed all digital and print marketing materials supporting the WNBA franchise.
- Managed daily website updates, web graphics, advertising, and digital content.
- Supervised creative department interns and coordinated daily assignments.
- Produced game-day graphics and visual assets while working alongside television production crews during live broadcasts.
- Created promotional materials supporting ticket sales, sponsorships, fan engagement, and community outreach.



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