

Shelby M. Gallardo

Overland Park, KS 66202 • (316) 308-3688 • shelbygallardo@hotmail.com • shelbygallardo.com

EDUCATION

Bachelor of Business Administration

Major: Business Administration

Minor: Marketing and Management

Wichita State University (WSU), Wichita, KS

WORK EXPERIENCE

Marketing Coordinator

Mylo, a Lockton Company, Kansas City, MO

October 2017 – Present

- Executes integrated marketing campaigns, product launches and client onboarding
- Manages over eight partnerships; includes spearheading all marketing strategy and execution
- Creates co-branded partner websites and content
- Assists with social media management and content creation
- Monitors and reports on marketing metrics and sales KPIs

Marketing Coordinator

Prime Capital Investment Advisors, Overland Park, KS

September 2016 – October 2017

- Spearheaded all marketing initiatives for the firm and 100+ financial advisors
- Led a companywide rebrand encompassing the corporate office and ten branches located throughout the Midwest
- Planned and oversaw several large-scale events and secured over \$65,000 in sponsorship for the 2017 sales kick off meeting

Marketing Coordinator

Newton Medical Center, Newton, KS

April 2015 - September 2016

- Assisted marketing manager with redesign and launch of new company website
- Analyzed market trends to address business opportunities
- Increased social media presence by 30% in one year
- Implemented communication policies to ensure brand standards were being met
- Ad creation for print, digital and web

INTERNSHIPS

Marketing Intern

Kansas Surgical Arts, Wichita, KS

February 2015 - April 2015

Marketing Intern

Farmers Insurance, Wichita, KS

August 2014 - November 2014

ASSOCIATIONS

Public Relations Officer/Co-founder

Shocker Student Marketing Association, WSU, Wichita, KS

February 2014 - December 2015

SKILLS

Email marketing (Eloqua), lead generation, data analysis, brand management, graphic design, Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Salesforce, WordPress, copywriting, proofreading, photography, videography, Microsoft Office, project management, AP style writing and basic knowledge of HTML/CSS