

Kelsey Fogarty

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EXPERIENCE

Tivity Health, Burnalong – Charlotte, NC

June 2023 – present

Sales Development Representative

- Successfully executes high-volume outreach with 350+ cold calls and 250+ emails weekly for a SaaS wellness platform.
- Identifies prospects and generates leads through market research using Apollo, Sales Navigator, ZoomInfo, and CRMs such as HubSpot and Salesforce.
- Exceeded first-month quota by achieving 120% sales target and ranked among the top 3 performers in Q4 2023.

K22 Digital Media, LLC – Nashville, TN

May 2022 – present

Founder, Owner

- Delivers digital solutions including social media management / strategy, content creation, website development, and email marketing to businesses in healthcare, design, beauty, wellness, and more.
- Copywriting services (e.g. blogs, editing, social media writing, website copy, academic essay coaching, etc).
- Hosts personalized or brand-oriented digital marketing consultation sessions.

Social Haus – Nashville, TN

February 2023 – present

Digital Marketing Manager

- Manages and creates websites, blog content, social media graphics, and custom email marketing for a variety of accounts.
- Uses Canva, Planoly, and various tools to create and schedule curated social media and marketing content.
- Troubleshoots website and funnel functionality to ensure the flow of organic traffic.

Red Ventures, CNET – Charlotte, NC

June 2021 – August 2021

Editorial Intern

- Developed a wide variety of content, articles, and time-sensitive news features with frequent updates.
- Used Search Engine Marketing (SEM) tools to craft SEO-optimized headlines, descriptions, and copy.
- Led cross-team collaboration with social media and growth analysts on the “exploding” topics project.
- Published and contributed to 15+ news, technology, and health-related articles, including a top-trending story generating 417,498 unique impressions from July 28-Aug 4.

Studio Fire – Columbia, SC

January 2021 – May 2022

Marketing Intern, Instructor

- Created brand-consistent graphics for social media, email newsletters, and all marketing materials on Canva.
- Pitched, designed, and wrote all monthly email newsletters with FloDesk.
- Managed Instagram presence including content creation, caption copywriting, and engagement.

SKILLS

- Proven experience in sales, managing production workflow, scheduling, and professional coachability.
- Technical, creative, and marketing-oriented copywriting, copyediting, and graphic content creation.
- Proficient in Canva, Google and Microsoft Suite, CRM, and AI tools such as ChatGPT and Poggio.io.

LEADERSHIP & CERTIFICATIONS

- 200-Hour RYT – The Practice, Bali, Indonesia, 2022
- Phi Beta Kappa Honors Society, 2021 – present
- Delta Zeta sorority – Beta Delta Chapter Health & Wellness Chair, 2020, and Academic Committee, 2019

EDUCATION

The University of South Carolina – Honors College

August 2018 – December 2021

- Bachelor of Arts in English, Psychology Minor, Writing Concentration
- GPA: 4.0, graduated *summa cum laude*