

Keeley Pavlik

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SUMMARY

A self-motivated marketing specialist with 6+ years of experience and a solid foundation in branding and a passion for content creation.

- ❖ Skilled in Adobe InDesign, Illustrator, Photoshop and Acrobat
- ❖ Experienced in conducting video and photo shoots for marketing campaigns and projects
- ❖ Created and managed internal and external email campaigns with tools such as HubSpot
- ❖ Managed tradeshow and marketing budgets, vendor coordination, and event promotions

SKILLS

- ❖ Design: Adobe Illustrator, InDesign and Photoshop
- ❖ CRM/Marketing Tools: Salesforce, SAP, HubSpot, Marketo, Constant Contact
- ❖ Productivity: Microsoft Office Suite
- ❖ Social Media Platforms: Facebook, Twitter, Instagram, LinkedIn

CERTIFICATIONS

- ❖ **Graphics Design Certification** August 2025 with American Graphics Institute (AGI)
- ❖ Completed **Illustrator Bootcamp** October 2024 with AGI

EXPERIENCE

OVIK Health (previously Milliken Healthcare) - Portsmouth, NH

October 2021- April 2025

Specialist, Brand and Communication

- ❖ Engaged in marketing initiatives throughout comprehensive company rebrand in 2023-2024
 - Leader of trade show workstream during rebrand project
- ❖ Coordinated and executed video and photo shoots for internal communications and external marketing, as well as designed a variety of physical and digital assets, including posters, documents, and sales collateral
- ❖ Coordinated and monitored Hubspot communications to further drive engagement
- ❖ Drove brand awareness through trade shows and external communications
 - Managed a robust trade show program, executing 75–100 annual events and optimizing ROI based on lead generation and attendee engagement

ConvenientMD Urgent Care - Portsmouth, NH

September 2020- October 2021

Community Integration Coordinator

- ❖ Facilitated community outreach relationships in areas with ConvenientMD clinics
- ❖ Developed new sponsorships and updated existing sponsorships for brand exposure in communities
- ❖ Lead School Nurse Partnership Program - supplied materials and promoted program in new communities
- ❖ Created and executed email communications through Constant Contact

NetBrain Technologies – Burlington, MA

Field Marketing and Events Intern

September 2019- January 2020

- ❖ Managed NetBrain trade show program and executed six Cisco Connect Events
- ❖ Completed email campaigns for Cisco events in Marketo and Salesforce
- ❖ Performed marketing analytics in Salesforce to determine past show lead generation and ROI
- ❖ Assisted in weekly social media posts over several platforms

EDUCATION

Endicott College - Beverly, MA

Bachelor of Science in Marketing | Minor: Spanish

May 2020

- ❖ Marketing Club – VP of Events and Fundraising
- ❖ Peer Tutor College Reading and Learning Association (CRLA) Level III certified – Spanish and general business courses
- ❖ Ambassador to the Gerrish School of Business