

# Audrey Keller

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## Contact

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Denver, CO

## Education

University of Colorado Denver

*Master of Business Administration*

Denver, CO

2020-2023

University of California, Los Angeles

*Bachelor of Arts, Major in Spanish,*

*Minor in Art History*

Los Angeles, CA

2009-2012

## Skills

Marketing Strategy

Brand Development

Lead Generation

Go-to-Market Strategy

Content Marketing

Project Management

Event Strategy

Creative Writing

PR and Communications

## Tools

HubSpot

Eloqua

Salesloft

WordPress

Squarespace

## Awards

Xpectives.Health

*Early Career Achievement Award*

April 2024

The Climb at CU Denver

*Startup Competition Finalist*

April 2022

## Professional Summary

Growth-focused marketing strategist and storyteller with 10+ years of experience leading B2B and B2C marketing programs, aligning cross-functional teams, and driving revenue. Proven success in lead generation, content, event, Go-to-Market, and lifecycle marketing.

## Experience

Healthgrades, a RVO Health Brand (6/2021 - Present)

### Associate Director of Marketing

7/2024 - Present

- Own and execute B2B product marketing strategy, campaigns, and budgets for Healthgrades' evolving suite of advertising, media, and AI platform solutions for health systems, group practices, and providers.
- Develop Go-to-Market strategy, positioning, packaging, and assets in partnership with Product, Sales, Strategic Development, Operations, Marketing, and agency partners; launched four new products, including a self-serve, product-led offering for providers, in 2025.
- Manage agency partners to activate end-to-end, multi-channel brand awareness and lead-generation campaigns through a combination of paid and organic activities to reach target partner audiences.
- Drive brand awareness at industry events; responsible for tradeshow planning, sponsorship fulfillment, activations, and client and prospect outreach; over \$7M in revenue was attributed to 2025 events.
- Collaborate with market insights team to identify consumer and industry trends, conduct proprietary studies, analyze survey data, and leverage findings in B2B, consumer, and brand outreach.
- Partner with PR to identify impactful brand moments and support four Healthgrades Quality Award releases throughout the year.

### Senior Marketing Manager, B2B and Brand

3/2022 - 7/2024

- Launched a webinar series to position Healthgrades as an industry thought leader, provide added value for existing contacts, and add new prospects to the funnel; webinars generated 150+ qualified leads in 2023 and 380+ leads in 2024.

### Product Marketing Manager

6/2021 - 3/2022

- Produced thought leadership content, sales enablement materials, pitch decks, case studies, project briefs, and promotional assets in support of Healthgrades' health systems and pharmaceutical verticals.

Brand Viva Media

### Senior Marketing Manager

9/2019 - 6/2021

- Developed marketing strategies and integrated campaigns for B2B and B2C agency clients across industries ranging from healthcare and real estate to construction and fabrication.
- Planned and executed multi-channel digital marketing programs, including Search Engine Marketing, Search Engine Optimization, social media, website, podcasting, and email campaigns.

- Facilitated client branding sessions to shape company positioning and messaging, determine brand look and feel, identify target buyer personas, and map customer journeys.

Illegal Pete's (5/2018 - 8/2019)

**Marketing Director** **1/2019 - 8/2019**

- Spearheaded company-wide and local store marketing campaigns for a growing chain of fast-casual restaurants in Colorado and Arizona.
- Collaborated with external radio, print, digital advertising, and community partners on activations ranging from limited-time offers and store openings to evergreen marketing campaigns.
- Established a cross-departmental project management system to streamline team communications and gauge success.
- Directed the marketing team's efforts to improve social media engagement, increase PR placements, enhance email list KPIs, drive store traffic, and encourage repeat visits.

**Marketing Manager** **5/2018 - 1/2019**

Growler USA Craft Beer Pub

**Marketing Coordinator** **1/2017 - 5/2018**

- Supported B2B franchise sales and served as liaison for franchise partners at 20+ brewpub locations nationwide; created integrated marketing campaigns locally and brand-wide.
- Administered B2B website, consumer-facing website, and child pages on WordPress, increasing web sessions by 60%.
- Implemented system-wide B2C email marketing and customer loyalty program, with messages averaging a 37% open rate.

Medical Group Management Association

**Marketing Coordinator** **2/2016 - 1/2017**

- Designed and launched robust, persona-specific email marketing campaigns in Eloqua to grow membership, support Data and Continuing Education product sales, and drive revenue goals.
- Increased attendance at the organization's annual conference by 30% year over year through digital and print marketing efforts.
- Generated copy for company website, direct mail, drip campaigns, and print collateral; purchased and coordinated use of digital and print ads.

Trelora Real Estate (4/2014 - 1/2016)

**Content Manager** **6/2015 - 1/2016**

- Created automated marketing campaigns and lead scoring system in HubSpot; leveraged Salesforce CRM integration between databases.
- Established editorial guidelines for brand voice, developed SEO-driven content strategy, and directed a team of remote copywriters.

**Human Resources and Office Administration** **9/2014 - 6/2015**

**Listing Coordinator** **4/2014 - 9/2014**