



# KELLY ASHTON BRADLEY

Marketing Director + Brand Strategist

## FUSION OF STRATEGY AND CREATIVITY,

**Kelly Ashton Bradley masterminds marketing transformations that rescue underperforming brands and fuel profitable revenue growth for small to mid-size companies in hard-to-market industries.**

With over 15 years of branding, marketing and in-the-trenches business leadership, Kelly rolls up her sleeves and brings BIG ideas to life. She doesn't just set ambitious goals, she motivates people to deliver. Companies such as VMware, Dell EMC, Splunk, United Technologies Research Center, and Hartford Steam Boiler have consulted with her for a remarkable brand experience.

**Currently, Kelly is the creative force and driving energy behind the marketing strategy, digital, content, campaigns, and communications for an east coast investment and wealth management firm with 4 offices and clients in 32 states.**

She led corporate rebranding with 98.2% client retention, launched Dynamic Portfolio Management™, brought a legacy planning book, Do More That Matters® to market, and rolled out B2B Institutional Investing Services.

With multiple startups under her belt, Kelly connects the dots between marketing and business strategy to identify where a company is going and how to get there—efficiently and profitably.

Throughout her career she has built brands for financial services, insurance, retail, wholesale, consulting, and manufacturing; designed and executed product launches; planned hundreds of newsworthy B2B and B2C event experiences; advised overseas production artists on color and design; created prototypes for international distribution, and presented at conferences and tradeshows. With more than 10,123 blog posts, websites, digital and print marketing collateral, and tradeshow campaigns to her credit, Kelly is a well-versed integrated and digital marketing executive and imaginative brand strategist.

At 23, Kelly founded her first company and several others in rapid succession. Some flourished, while others failed.

*“It's the contrast between failure and success that helps me understand at an intuitive level what feels right and what feels wrong. That's immensely valuable.”*

Kelly founded a B2B / B2C tradeshow and event company which she sold in 2006. With a marketing and design staff of 11-18, 10 sales reps, and showrooms in Boston and Atlanta, the company had hundreds of clients, and was an 8x “Best of Hartford” award winner.

*“When people ask me the secret for developing a team that can accomplish so much I say, “Hire for the right fit—not just skills, train, mentor to leverage combined strengths, and most importantly, care enough to improve the wellbeing of everyone on your team.”*

Studying Marketing Strategy at Cornell University preceded by Graphic Communications at Canadore College of Applied Arts and Technology to qualify for the Ontario, Canada R.G.D. license has afforded Kelly many opportunities. She began her career in brand marketing at Tyrol & Mikan Agency, followed by Cooper Advertising Agency designing marketing campaigns and advertising for JM Ney, insurance companies, and manufacturers.

Transitioning into a marketing and sales role for America's oldest seed company, Comstock Ferre & Company, she originated two of Wethersfield, Connecticut's biggest events—the Annual Cornfest and the Cove Craft Fair both attended by over 6000 people each year.

In her extracurricular time Kelly consults on branding and strategy for private clients in the U.S. and Canada. As a creative

mentor, she conducts Brand Labs™ for the best and brightest entrepreneurs and startups. In 2014, Kelly co-founded THINK Marketing + Research™ a collaborative of consultants and coaches who help growth-stage companies and startups transform their marketing, tell their authentic story, and build their brand with meaning and purpose.

Kelly consults on branding and strategy for private clients in the US and Canada. She lives in Connecticut with her family, two love-seeking dachshunds and a basset hound who, quite frankly, never met anyone she didn't like. An avid skier and amateur photographer, Kelly also carves out time to bike, kayak, and motor in her MINI. Occasionally, she and her husband escape together to enjoy British car rallies.

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*“Kelly is a true and qualified professional with many admirable characteristics, including her proficient leadership and communication skills.”*

—Terry Parker, former Community Affairs Administrator, United Technologies Research Center

