

KELSEY TETZLAFF

CONTENT STRATEGY | SOCIAL MEDIA & COMMUNITY | CREATIVE MARKETING

PROFESSIONAL SUMMARY

Writer, cultural storyteller, and creative producer with a background in marketing, experiential events, and creative entrepreneurship. Experienced in developing stories, campaigns, and social-first content that connect brands with their communities, with work spanning content strategy, audience engagement, and digital storytelling. Based in Mexico City and experienced working across industries and remote teams.

CONTACT

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Based in Mexico City | Open to relocation

Portfolio: www.kelseytetzlaff.com | IG: [@kelseytetzlaff](https://www.instagram.com/kelseytetzlaff)

WORK EXPERIENCE

MARKETING STRATEGY, COACHING, & CONTENT ROLES

Kelsey Tetzlaff Inc. – Consultant, Coach, Marketing Strategist

Remote – 2020 to Present

- Developed organic content and marketing strategies across Instagram, TikTok, and digital channels, aligning storytelling with audience growth and engagement.
- Developed brand voice, campaign messaging, editorial content, short-form video concepts, and social copy across client projects.
- Led marketing campaigns, events, and content development, translating brand vision into culturally relevant activations.
- Advised founders and creative entrepreneurs on brand positioning, launch strategy, and scalable systems for execution.

Divineya Society – Brand Strategy & Digital Marketing Consultant

Remote – 2024

- Led brand storytelling strategy and rollout across web, email, and social platforms, including 4-month content plan with copywriting guidance
- Conducted website audit and UX review to improve overall user experience
- Built brand voice guidelines and AI-supported content workflows to maintain cross-channel consistency.
- Focused on values-aligned, sustainable growth across digital touchpoints

Pasta Mestiza – Social Media & Community Strategy Consultant

Mexico City – 2024

- Increased local following by 17% in one month through trend-aligned content and food culture storytelling
- Developed content and editing systems to maintain a consistent brand voice across social storytelling.

KPSV Consulting – Social Strategy & Copywriting Specialist

Remote – 2023

- Designed pitch messaging and refined brand narrative for investor and partnership positioning
- Developed messaging frameworks and social copy to support brand positioning and lead generation.

Bella Gardens NYC – Rebrand Marketing Director (Freelance)

Remote – 2022

- Increased engagement by 250% and expanded reach by 200% in 9 months
- Refined brand voice and campaign messaging using AI-assisted drafting and editorial workflows

EXPERIENTIAL & BRAND EVENT WORK

Capricho Studio Club – Promotional Strategy & Guest Experience Lead

Mexico City – 2023 to Present

- Co-led end-to-end event execution—from brand concept to staffing and guest experience—serving over 300 attendees per activation and achieving 80%+ guest return rate.
- Developed and executed 2-for-1 ticket campaigns and selective "friends & family" lists to increase accessibility while sustaining production value.
- Managed VIP support, entry logistics, and real-time guest flow to elevate brand reputation.
- Collaborated with artists and producers on storytelling-driven social content and caption strategy.

Independent Collaborations – Event Host, Producer & Marketing Support

Mexico City – 2022 to Present

Projects include: Casa Café, El Mundo, Pasta Mestiza, Terruno

- Led end-to-end execution of experiential pop-ups and brand events, developing creative direction, social-first content, and team flow strategies.
- Highlights include: Pasta Mestiza Valentine's dinner (sold out in 24 hrs via strategic rollout) and Casa Café (+85% profit during partnered event).
- Created multi-platform content and promo assets that boosted awareness and engagement across owned channels, with tailored rollouts driving record RSVPs.

SALES & CLIENT-FACING EXPERIENCE

Zadig & Voltaire – Sales & Marketing Lead (Part-Time)

New York, NY – Oct 2018 to Jan 2021

- Top-performing associate in North America with \$325K in annual sales
- Styled VIP and celebrity clientele, delivering personalized luxury experiences
- Supported brand storytelling through in-store activations and Instagram campaigns
- Led wellness events and retail workshops to bridge customer, team, and HQ engagement

ENTREPRENEURIAL INITIATIVES

Entrepreneur, Creative Strategy & Coaching (2020–2025)

- Provided strategic guidance to creatives and early-stage entrepreneurs
- Delivered marketing and storytelling workshops across disciplines
- Blended habit coaching with content and event strategy to increase ROI

Educational Travel Facilitator

Insight Global Education · Vancouver, CA (Contract) · 2023–2024

- Led immersive travel programs in Ecuador, DC, and NYC focused on climate, land rights, and global impact
- – Facilitated workshops and site visits promoting ethical thinking and cross-cultural dialogue
- – Created dynamic experiences to strengthen student leadership and global citizenship

CREATIVE & STRATEGIC

- Experiential event production & brand activations
- Campaign storytelling & brand voice development
- Social-first content strategy (IG, Reels, TikTok)
- Interviews & narrative development
- SEO-informed content optimization
- Client partnerships & VIP experience design

ACADEMIC HISTORY

Fordham University | 2012-2016

- B.A., Communications & Media Studies
- Minor in Fashion Studies –2012–2016

Course Work

- Communications, Pop Culture, & Philosophy
- Media Theory & Criticism
- Race, Class, and Culture in Media
- Data, Privacy, and the Attention Economy

TOOLS & TECHNICAL

- Meta Business Suite
- Canva, Wix, Notion
- Generative AI tools: ChatGPT, Claude, Perplexity
- Google Workspace & Mailchimp
- Instagram Insights & analytics
- Web UX review & basic SEO