



KELLY MCELMURRY

ABOUT ME

I am a visionary with an entrepreneur spirit. I thrive in a challenging environment and have a desire to develop people. My approach is humble with a desire to serve others. I have strong family values and a strong work ethic. I am an extrovert, and I also appreciate the value of silence when appropriate. I am a skilled listener. I believe we achieve the greatest ROI when we invest in ourselves.

SKILLS

COMMUNICATION



NEGOTIATION



MARKET ANALYTICS



BUSINESS STRATEGY



MARKETING AND ADVERTISING



CONTACT ME

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402 Bandstand Ln Cedar Park, TX 78613

1997-2001

BACHELOR OF BUSINESS ADMINISTRATION

Sam Houston State University

WORK EXPERIENCE

2020-Current

ENTREPRENEUR / REALTOR®

- Designed and implemented a small business serving the Central Texas Area
- Investigated multiple application costs and integration capabilities to build a high functioning backend office
- Designed and launched all marketing including digital website creation, social, sponsorship, email and print campaigns, and AI digital components
- Built a team of trusted partners (lenders, title companies, real estate attorneys, etc..) through networking
- Pending over \$1.5 million in personal production year to date

2012- 2019

ENTERPRISE MARKETING / MARKETING PROJECT MANAGER

State Farm Insurance | Austin, TX | Bloomington IL

- Director of the ecommerce Agent Advertising System servicing over 30k US State Farm agents
- Agile Product Owner of a team of thirteen individuals, four agent facing systems, three internal operating systems, and two enterprise wide campaigns
Communication liaison for executive, multiple enterprise departments, external and internal key stakeholders, and team members
- Managed relationships with seven external order fulfillment vendors
- Designed and launched over seventy system enhancements
- Amplified team's speed to market by 20% through backlog prioritization and management

2008- 2012

CENTRAL US MARKETING / SENIOR MARKET DATA ANALYST

State Farm Insurance | Austin, TX | Bloomington IL

- Analyzed market data and saturation to identify focused market growth
- Established growth goals for twenty two identified markets
- VPA consultant on recommended marketing mix to achieve maximum ROI
- Developed KPIs and tracking systems for key marketing tactics
- Lead the Central US territory to contribute 40% of the enterprise 1% growth goal

EXPERTISE

- Microsoft
 - Excel (Advanced)
 - Word
 - PowerPoint
- Adobe Creative Suite
 - Illustrator
 - Premier Pro
 - Photoshop
 - Adobe Express
- Digital Marketing
 - Social Platforms
 - Word Press
 - Blogging/Vlogging
 - Email Marketing
- Content Creation
- E-Commerce

DESIGNATIONS

Year : 2021

Realtor® | GRI

Graduated Realtor Institute

LANGUAGE

English (native)	Speaking	■ ■ ■ ■ ■ □
	Writing	■ ■ ■ ■ ■ □
	Reading	■ ■ ■ ■ □ □

SOCIAL MEDIA



Kelly McElmurry - Realtor, GRI
@keysbykmac



Kelly McElmurry | Realtor
@keysbykmac



@kellymcelmurry

WORK EXPERIENCE (CONTINUED)

2005 - 2008

TEXAS ZONE MARKETING / MARKETING ANALYST

State Farm Insurance | Austin, TX

- Founder of State Farm and TTI's Teen's In The Driver Seat partnership
- Piloted large sponsorships such as the Houston, DFW, San Antonio, and Austin Rodeo
- Boosted Texas Scholar Athlete Program 200% by increasing exposure through paid media, Dave Campbell's Texas Football and Public School Outreach
- Collaborated with Public Affairs to pitch programs to media outlets
- Supported 7,000 agents with developing annual marketing strategies

2002 - 2005

LARGE LOSS PROPERTY CLAIMS / CLAIMS ADJUSTER

State Farm Insurance | The Woodlands, TX | Austin, TX

- Reviewed and determined coverage eligibility
- Inspected, scoped, and estimated claims with damages over \$25,000
- Collaborated with Policyholders and General Contractors throughout the repair process
- Recognized fraud and referred any claims with evidence of fraud to the special investigate unit.
- Aided policyholders by arranging temporary relocation
- Issued claim payments

REFERENCES



LESLIE LEAL-GAUNA

Digital Marketing Director | ESO

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LADONNA LOPEZ

Enterprise Marketing Director | State Farm Insurance

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INTERESTS & HOBBIES

