

# Alumni Career Talk

## Marketing Women in Business

Friday, November 20, 2009  
4 p.m. - Large Board Room (PA Hall)

Join alumna Kelly Keiter '95 on this alumni career conference call to hear her talk about the road she took to becoming Marketing Product Manager for Bank of America's Consumer Deposit Sales and Marketing Division. Her responsibilities include developing strategy and integration on consumer marketing campaigns, specifically providing mass strategic recommendations and marketing program management.

Kelly joined Bank of America in April, 2004 relocating from New York City. Leveraging 13 years of advertising and marketing experience, Kelly has worked on programs that include NFL banking, Major League Baseball banking, NASCAR banking, Keep the Change™, Banking Center Network Optimization / Renovations Marketing, Accessible Banking for persons with disabilities, Bank of America Foundation, and Privacy Policy. In 2006, she was certified as a Bank of America Six Sigma Green Belt with Design for Six Sigma for work in developing an enterprise-wide Media Innovation process that proactively addresses the changing trends in customer behavior and efficacy of existing marketing programs in order to manage strategic risk to the Bank that could adversely impact our goals of building a magnetic brand and dominating the market.

Prior to her Bank of America experience, Kelly was an Associate Sales and Marketing Manager at TIME For Kids and TIME Classroom, the student editions of TIME Magazine at TIME, Inc. She was responsible for managing the strategic development, production, and promotion of advertising and marketing programs, as well as supporting sales staff through sales development and generation of customized sponsorship proposals / new business presentations.

Kelly has also held Account Management positions at Ogilvy & Mather (on both business-to-business and consumer product accounts), as well as at Frankfurt Balkind supporting strategic communications and branding needs for various Fortune 500 companies.

Kelly graduated with a B.A. in Biology from Gettysburg College in Pennsylvania. She lives in Charlotte, North Carolina with her husband, three stepchildren, her 3 year old toddler and Old English Sheepdog, Dolly.

**Space is limited** - RSVP's requested through [GettysburgWorks](#) or via [email](#).