

KELSI GUIDRY

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OBJECTIVE

A highly motivated and results-driven individual with a proven track record of successful projects, a passion for innovation, and an entrepreneurial personality. Seeking a challenging role where I can leverage my experience to drive growth, efficiency, and customer satisfaction.

SKILLS

- Project Management - Experience in managing projects, setting goals, ensuring completion, and controlling budget and timeline.
- Leadership - Ability to lead teams, delegate tasks, and build stakeholder relationships.
- Strategic Thinking - Ability to analyze problems, develop strategies, and make data-driven decisions.
- Problem Solving - Skill in analyzing complex problems and evaluating alternative solutions.
- Communication - Strong written and verbal communication, ability to communicate with stakeholders at all levels.
- Financial acumen - Understanding of financial management, including budgeting, forecasting, and cost control.
- Customer Focus - Customer-centric approach, with deep understanding of customer needs.
- Innovation - Passion for innovation and embracing new ideas and technologies.
- Marketing - Experience in graphic design, web development, and visual communication.

WORK EXPERIENCE

Louisiana Action Coalition

Remote

Director

September 2020 - Present

- Manage the day-to-day operations and communications of the coalition
- Maintain record-keeping, including agendas, meeting notes, charter
- Coordinate and lead executive, leadership and project meetings
- Managed fiscal operations and collaborated on budgets
- Coordinate various projects, including the annual Culture of Health Summit and Nurse Leader Programs
- Develop and disseminate all coalition communications including, mass emails, social media, newsletters, website, etc.
- Coordinated and co-authored grant
- Serve as liaison between the LAC, Campaign for Action organizations and various coalition supporters

MyWants Inc.

Monroe, LA

Founder

February 2007 - 2022

- Developed and executed a business plan, including identifying customer segments, sales, and marketing strategies
- Secured funding through investment capital
- Established and managed business operations, including bookkeeping, accounting, and payroll
- Hired and managed employees (up to 8), including training and development

- Negotiated contracts with vendors and customers
- Established and managed systems for tracking leads, sales, and revenue, as well as monitoring and controlling expenses
- Continuously evaluated and adapted business strategies to respond to market changes
- Webmaster and content development for various internal websites as well as client websites
- Created and executed marketing campaigns for various internal projects as well as for clients. Client projects included branding and digital marketing.

Horace Mann Insurance Agency

Monroe, LA

Owner Agent

April 2015 – October 2017

- Acquired and managed a Horace Mann Insurance agency with 700+ clients
- Built and maintained relationships with clients to understand their insurance and financial needs
- Developed and executed sales strategies to increase the agency's market share and revenue
- Trained and mentored team members on product knowledge and sales
- Managed daily operations, including communications, writing and managing policies, and accounting
- Maintained compliance with company and regulatory policies and procedures
- Developed and maintained relationship with stakeholders and partners

Easter Seals Louisiana

Thibodaux, LA

Support Coordinator

February 2009 – May 2010

- Coordinate supports for individuals with disabilities by phone calls and meeting
- Draft and revise clients Comprehensive Plan of Care to maintain services through Medicaid funded Waiver.
- Hold Support Intensity Scale meetings
- Observe and monitor services provided by workers and providers

EDUCATION

Coursera Online
Google Project Management Certification **January 2023 – Present**

Nicholls State University Thibodaux, LA
Bachelor of Science, Health and Wellness **August 2003 – May 2008**
 • Spring 2008
 • **3.477** Cumulative GPA

Strategic Planning Workshop for Small and Medium-sized Business Certificate Thibodaux, LA
2008

Strategic Planning Workshop for Non-Profit Organizations Certificate Thibodaux, LA
2008

FastTrack New Venture Program Certificate Thibodaux, LA
2008

ACHIEVEMENTS & AFFILIATIONS

Achievements

- Ideation, planned, and sourced the development of a reef aquarium light for sale on Amazon
- Developed successfully funded Kickstarter project, "Let's Build a Cajun Farm"
- Ideation, planned, and coordinated building of one of the nations first mobile Wingstop food truck
- Planned, managed, and coordinated Monroe and West Monroe's first full marathon event, Dirty South Marathon
- Developed and coached University of Louisiana at Monroe's first Lacrosse club
- DeltaBusiness Top 20 Under 40 for 2014
- West Monroe Chamber Micro Business Award, MyWants Inc, 2014
- Who's Who Among College Students for 2007
- Named to President's List (5 Semesters), Dean's List (4 Semesters)

Affiliations

Alpha Lambda Delta National Honor Society (Alumni)	National 2003 - Present
Phi Eta Sigma National Honor Society (Alumni)	National 2003 - Present
Sigma Alpha Epsilon National Fraternity (Alumni)	National 2006 - Present
Advertising Club of Northeast Louisiana	Monroe, LA June 2012 – December 2015
West Monroe Chamber of Commerce Member & Membership Committee Member	Monroe, LA January 2012 – May 2019
Monroe Chamber of Commerce Member	Monroe, LA January 2010 – 2015

PERSONAL INTERESTS & PROJECTS

Aquarium Reef Keeping

I maintain a coral reef aquarium in which I focus on coral maintenance and propagation. I make fragments of corals and sell them to other hobbyists.

Racquetball

I have enjoyed playing racquetball since starting during college years. Over the years I have focused on increasing my skills to play at a higher level. I've become a tournament player in which I have had top placements within multiple tournaments.

HiKelsi, AI Chatbot, hikelsi.com

I have a great interest in technology and the internet. I've been tinkering with the development of an artificial intelligence chatbot with the intentions of making it specialized in being a marketing assistant.

Other: Hiking & outdoors, traveling, reading, gardening, and gaming