

Kelly Cutler

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Summary

Kelly Cutler is an Educator and Business Leader. She brings over two decades of experience to her current role at Northwestern University, where she teaches in both IMC and Journalism at Medill. Kelly also enjoys teaching in Executive Education at the Kellogg School of Management and in the Information, Design and Strategy Program at SPS. Kelly's teaching topics include Digital Marketing, Visual Communication, Visual Storytelling, and the Future of Marketing.

Prior to joining Northwestern, Kelly enjoyed teaching at DePaul University for nearly ten years. She also has extensive experience in training, running workshops and speaking at industry conferences around the country. She is committed to providing further learning opportunities for students and industry professionals through hands-on skill building with tools like Figma and Tableau, live events such as Agency Vs Client, and keynote presentations. Kelly has taught in different modalities, including live in-person, hybrid, recorded and live virtual courses. Kelly has taught masters and undergraduate students as well as business executives. Kelly enjoys creating course content as well as instructional design, using tools such as Canvas and Desire2Learn (D2L).

In addition to her love of teaching, Kelly is a seasoned entrepreneur and technology executive. Over the course of her career, she has designed and developed digital campaigns, applications, training programs and tools to drive business growth. She has started and grown 3 businesses in the technology sector and has worked for several large technology firms, including AOL and Cars.com. Kelly enjoys working with clients to develop digital solutions to 21st century business problems. Most recently, she has consulted with CDW in the areas of leadership, digital transformation, change management and learning development. She also serves on the Board of Trustees for True Nature Healing Arts, a foundation for conscious living, where she provides marketing, communication, and leadership expertise in the non-profit space.

Kelly holds a Master of Science from Northwestern University's Information, Design and Strategy program where she studied data strategy, leadership, and communication.

Specialty Digital Marketing Activation
Course Digital Marketing Strategy
Offerings Digital Marketing Measurement
Business Marketing
Digital Leadership
Media Marketplaces
Visual Communication
Visual Storytelling
The Future of Marketing

Experience

Northwestern University

Medill School of Journalism, Media, Integrated Marketing Communications
2016 – Present

- Clinical faculty appointment (2019-Present)
- Program Director of IMC Professional program (2019-2022)
- Adjunct faculty member (2016-2019)
- Development of workshops including Digital Toolkit, Google Analytics, and IMC Entrepreneur's Handbook
- Development of events including Agency Vs Client
- Classes include Digital Marketing Activation, Digital Leadership, Visual Communication, and others.

Northwestern University

Kellogg School of Management Executive Education
2020 – Present

- Business Marketing Program
- Digital Transformation Program
- Chief Marketing Officer Program
- NACS Program
- Abbvie Global Program
- Allergan Aesthetics Program
- SNAC Program
- Ascend Program

DePaul University

2009 – 2017

- Adjunct Lecturer, Integrated Marketing Communications
- Classes included: Search Engine Optimization, Web Analytics, Social Media Marketing and Digital Marketing

Kona Company

2014 – Present

- Founder and CEO of digital marketing, technology consulting firm in Evanston, IL
- Oversee teams, clients, and technology to deliver solutions for B2B and B2C clients, including websites, web applications, mobile apps and digital marketing, learning and development.
- Currently developing a web and mobile application for large insurance company using Design Thinking and UI/UX principles

Marcel Digital

2003 – 2014

- Founder and CEO of Chicago-based digital agency
- Oversaw teams, clients, and technology to deliver digital solutions including SEO, Paid Search, Social Media Marketing, Programmatic ad placement and web analytics
- Developed strategic solutions for clients in healthcare, technology, non-profit, B2B and B2C
- Grew the company and sold to partner in 2014

AOL Time Warner

2001 – 2003

- Account Executive, Digital Media
- Led team to exceeding overall goals for three years straight
- Oversaw digital media buying for Chicago based national clients
- Worked with creative and analytics team at AOL to build solutions for clients within the AOL and Time Warner Networks

DigitalWork and Classified Ventures

1997 – 2003

- Account Executive, Digital Media
- Account Planner, Digital Media
- Client Trainer, Digital Media
- Clients included large national brands and smaller local businesses
- Solutions included websites, landing pages, digital campaigns, and web analytics
- Cars.com, Apartments.com and NewHomeNetwork.com

Education

Northwestern University

- Master of Science, Information Design and Strategy, 2022
- Winner of the Distinguished Thesis Award
- Certificate in Inclusive STEM Teaching, 2022
- Certificate in Hybrid Learning, 2021
- Certificate in Online Learning, 2020

University of Chicago

- Certificate in Entrepreneurship, 2003

Michigan State University

- Bachelor of Arts, Humanities, 1996

*Media
Quotes*

Recent Quotes from Kelly
in major news and media outlets:

[The Wall Street Journal](#)

[The Hill](#)

[Vox](#)

[Detroit News](#)

Distinctions

- Board of Trustees – True Nature Healing Arts 2022 to Present
- Interviewed and Quoted in: The Wall Street Journal, The Detroit Free Press, Quartz, The Hill, Vox and others.
- CDW (Vernon Hills, IL): Technology and Strategy Consultant 2022
- Human-Centered design and visual communication consulting for Emerging Leaders Program
- Development and execution of Leadership Conference
- Consulting within Learning and Development as pertains to Digital Transformation and Change Management
- Association of National Advertising: B2B Awards Judge 2022 and 2023
- Applied Marketing Analytics Journal: Fall 2022 and Spring 2023
- Zebra Technology Marketing Mastermind Conference 2022: Keynote Speaker
- Canvas Hall of Fame 2022: Nominee for Most Innovative Course Site
- Award for Distinguished Thesis 2022: Northwestern University's School of Professional Studies, IDS Program
- Kellogg Small Business Advisory Initiative 2020 – 2021
- American Marketing Association: Omnichannel Marketing Conference 2020
- Presenter at Northwestern University TeachX Conference May 2019
- Member of Entrepreneur's Organization (EO), Chicago Chapter and global network 2004-2019
- Guest Lecturer in courses at Medill, Kellogg, U of I and DePaul University
- Presentations at conferences spanning healthcare, real estate, automotive and many other industries 2010 – 2019
- Contributor Chapter to the IMC Handbook, 3rd Edition by Kelly, Jones and Hagle 2015
- Award for Distinguished Teaching, DePaul University 2014
- First female President of Entrepreneur's Organization (EO), Chicago Chapter 2012
- Past board member of local nonprofit: The Kindness Connection

*Teaching
Philosophy*

The role of the teacher is to provide frameworks, tools, examples, and assessments that inspire students to learn, engage and share. My courses help students in their growth and development as business and marketing professionals by combining strategic thinking with real-world experiences.

Interests

A true lover of the outdoors, Kelly enjoys skiing, hiking and yoga in her spare time. She also likes traveling with her family and has enjoyed adventurous excursions including skiing the Canadian Rockies, an African safari, and a Baltic Sea cruise.