



KERRIE KELLY

2020 Media Kit





Hello!

I am a design influencer, product developer, curator and multi-media consultant, helping brands refine their marketing, deliver social media messaging and offer products that are relevant to today's American interior designer.

My long term relationship with the National Kitchen and Bath Association (NKBA) and Chair-Elect position with the American Society of Interior Designers (ASID) keeps me at the forefront of design trends and industry relationships. I am capable of communicating to both the B2B and B2C audiences in an authentic way and welcome the opportunity to collaborate with you on your outreach tactics in 2020 and beyond.

I'm excited to open up the conversation on how we can best work together!

Many thanks,

Kerrie Kelly

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ABOUT KERRIE

Northern California interior designer Kerrie Kelly founded Kerrie Kelly Design Lab in 1995. Kerrie is an award-winning interior designer, author, and multi-media consultant, helping national brands reach the interior design market.

Kerrie has authored two books: *Home Decor: A Sunset Design Guide* with Time Warner and *My Interior Design Kit*, with Pearson Professional and Career Education. Kerrie believes that Everyone Deserves Great Design™ and effectively helps brands market their products to the interior design community and beyond.

"When brands prepare by investing energy and resources with our team strategically, they begin breaking down barriers to create industry firsts and to hit—and exceed—company goals."

AFFILIATIONS



National Board Chair Elect



National Spokesperson



Advisory Board Member
Best of Houzz: 2012-2020



National Kitchen & Bath Association

2020 Trend Expert





FEATURED IN

TODAY

THE
WALL STREET
JOURNAL

MARTHA STEWART
Living

Forbes

TRADITIONAL
HOME.





KERRIE'S AUDIENCE

Kerrie's audience is primarily interior designers, homeowners, and brands in the interior design, travel, food and lifestyle industries.

5.5k Followers

@kerriekelly

48k Impressions/wk

@kerriekelly

28% Open Rate
Newsletter

12.9k Followers

@kerriekelly

600 Story Views

@kerriekelly

2.5k Subscribers
Newsletter

68% Women

Age Group: 25-54

International Reach

KERRIE AND YOU

Kerrie is available to support you with:

- Brand Ambassadorship
- Social Media Takeovers
- Content Creation
- Media Consulting
- Market and Trade Show Attendance
- On-Air and Event Spokesperson

BRAND PARTNERSHIPS AND PRODUCT DEVELOPMENT



WHAT PEOPLE ARE SAYING

Kerrie and I serve together on ASID's National Board of Directors, and it was clear to me early on that Kerrie is so much more than a creative mind. Kerrie is an entrepreneur, a marketer, a business leader, a mentor, and a connector. I mention connector because it was Kerrie who introduced us to Cosentino with whom we now collaborate. Kerrie is always "on" and seeks to put people and companies together whether to simply kibitz, share or collaborate. Bottom line: if you don't know Kerrie, you should!"

- **David Kennedy, Brown Jordan**

"Kerrie possesses a brilliant personality and professionalism that makes working with her a happy and positive experience always. We love working with such a professional who cares about her clients, her work, and her brand image. Kerrie is always available to brainstorm and finds the best way to promote our latest ventures. She shines on stage when speaking and entertains audiences narrating her design expertise"

- **Massimo Ballucchi, Cosentino**

"Kerrie Kelly is superwoman. For 7+ years, she's contributed monthly home design articles in a variety of topics to STYLE Magazine where I serve as the editor-in-chief. Her creative, clickable content is consistently delivered in a timely manner and requires little to no editing. What's more, it's informative, fresh, and engaging. She is quick to respond, easy and enjoyable to work with, and always on the cutting edge of what's happening in the design world. I look forward to many more years of partnering with her."

- **Megan Elaine Lim, Style Media Group**



To connect with Kerrie,
please email
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or visit **kerriekelly.com**



TALK IS CHIC

JOIN OUR SOCIAL CIRCLE TO KEEP UP WITH
KERRIE KELLY DESIGN LAB HAPPENINGS



#EVERYONEDESERVESGREATDESIGN