

Kelsey Marsalona

FOUNDER & EXECUTIVE OPERATOR

Business Operations | Growth Operations | Marketing Technology | Client Delivery | AI-enabled Transformation

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EXECUTIVE PROFILE

I build profitable businesses, capable teams, revenue systems, and growth programs. My work connects business operations, people leadership, marketing, and AI-enabled technology to build companies and improve how teams attract, serve, and retain clients.

EXPERIENCE

KASE Marketing | Co-founder, Managing Partner & Executive Operating Lead | 2020-Present

- Established incorporation, contracts, payroll, budgeting, pricing, and vendor management.
- Built workflows and a distributed delivery team across the Philippines, India, Pakistan, and Colombia.
- Connected client delivery and growth strategy to the firm's day-to-day operations.
- Bootstrapped KASE to six-figure profit in year one.
- Profitable in its first year, without debt, outside investment, or paid acquisition.
- Approximately 20% year-over-year growth in successive years; 40% growth in 2025.
- Approximately 15 active clients, including clients retained since launch.
- A distributed team of up to eight professionals.
- Integrated AI agents into KASE's operating model to support research, content production, workflow management, and quality control across client delivery.

TECHNOLOGY, AI & SERVICE DELIVERY

- Developed the white-labeled HighLevel CRM offering with customized client pipelines and automation.
- Connected landing pages and conversion tracking to client workflows.
- Integrated agentic AI into research, content production, workflow management, and quality control.

SELECTED ENGAGEMENT: BROWARD COUNTY PUBLIC SCHOOLS

Kelsey won and led the engagement, implemented the recruiting team's first CRM, trained the team, and led career-fair promotion and execution.

- Built lead capture and attribution workflows to connect candidate response with recruitment activity.
- Designed, developed, and integrated a dedicated AI agent for Broward County Public Schools to support service delivery and content production.
- For one BCPS career fair: 7,000 prospective-candidate leads, 3,800 registrations, and 1,793 attendees.
- The General Counsel campaign generated six highly qualified candidates who advanced to interviews. The district ultimately filled the role internally.

CORE CAPABILITIES

Business building, pricing and budgeting, distributed team leadership, vendor management, client delivery, CRM implementation, automation, recruitment campaigns, attribution, and agentic AI adoption.