

Empowering Through Technology: Kelly Branyik's Journey from Early Tech Fascination to Community Leader



This passion for tech, paired with her innate creativity, fueled her diverse career. From digital marketing to technical writing, Kelly has built a reputation for blending technical expertise with storytelling.

Kelly Branyik's story begins in the heart of rural Florence, Colorado, where she grew up surrounded by the hum of technology. Her parents owned a video and computer store, and her father often built custom PCs in their home. "I was immersed in a world of games, gadgets, and computers from an early age," she says. By the time her family sold the store in 2007, Kelly had experienced the magic and escape of 13 gaming systems, including the TurboGrafx-16. Her biological father worked in the IT industry fixing computers and providing support to people in the community. Her and her two siblings, Vili and Hillary, also took on the affinity for technology, spending copious amounts of time on, around, or fixing computers. Her oldest step brother, Kirk, is even an MIT graduate, so it seems to run in the family.

Her fascination with technology deepened in her teenage years, as she taught herself HTML to design MySpace pages and later experimented with building websites. "It came so naturally to me that I still use those foundational skills in my work today," Kelly explains.

Achievements

- Developed technical content for major SaaS platform
- Remote work while supporting local community
- Women in Tech (WIT) member
- Grew digital presence for multiple organizations

Career Path

- Started in family computer store
- Ad Copywriter
- Marketing and Events Coordinator
- Inbound Marketing Specialist
- Digital Marketing Teaching Assistant
- Content Writer
- Content Director
- Product Marketing Manager at Pax8

Key Experience

- Digital marketing specialist
- Content writer
- Technical writing
- Marketing and events coordination

Forging a Career in Tech and Content

Kelly's professional journey in tech and marketing began in 2016 as an Ad Copywriter for Phil Long Dealerships, where she honed her skills in crafting engaging messaging and managing digital campaigns. Her passion for community and storytelling grew during her time as the Marketing and Events Coordinator for the City of Cripple Creek (2018–2019), where she led initiatives to promote local events and boost tourism.

In 2020, Kelly joined BroadVision Marketing as an Inbound Marketing Specialist, where she further developed her expertise in SEO and content strategy. This role laid the groundwork for her freelance work and contract opportunities, including a four-month stint as a Digital Marketing Teaching Assistant with Coding Dojo in late 2021. There, she guided students through the intricacies of marketing.

Her career in tech reached new heights when she joined Semrush in 2021 as a Content Writer. "Working at Semrush was transformative," Kelly shares.

"It gave me a firsthand look at large-scale digital campaigns and equipped me with the tools to succeed in the tech space." Over the next two years, she developed technical content for one of the most recognized SaaS platforms in the industry, gaining invaluable experience in global marketing strategies.

In 2023, Kelly became the Content Director at Rimo3, a position where she managed enterprise IT messaging and created materials for a rapidly evolving tech landscape. Her technical expertise expanded further through collaborations with DataRobot and Boston SoftDesign beginning in late 2024, where she crafted educational content on AI, machine learning, and IT services.

In December 2024, Kelly began a new chapter as a Product Marketing Manager at Pax8, combining her technical content expertise with strategic marketing to support cloud solution providers.

"I've worn many hats in this industry," Kelly says. "Each role has honed my ability to translate complex technical topics into accessible narratives, and that's a skill I take great pride in."

Returning Home & Founding Little Wave Media

Kelly's remote work with Semrush offered her the flexibility to return to Florence, Colorado to be closer to her family. The experience also inspired her to use her tech and marketing expertise to support her community. She became part of Emergent Campus's Tech Night Out meet-ups as a way to make tech connections with new and familiar faces. She soon recognized that she was joining a supportive community of innovative, driven individuals who shared her mindset and ambition.

In 2024, she founded Little Wave Media, a digital marketing agency with a mission to empower small businesses to succeed online in the digital space. "I wanted to help local entrepreneurs navigate the digital landscape," Kelly says. Her agency specializes in SEO, website design, and content marketing, offering affordable solutions to underserved businesses in Colorado.

Little Wave Media's impact has been profound. Kelly has worked with clients like the Royal Gorge Chamber Alliance, FEDC, and Rooted Gypsy Repertoire, helping them build online visibility and drive community engagement. She also offers masterclasses and free webinars to equip small business owners with the tools they need to succeed.

Advocating for Women in Tech

As a woman in the tech industry, Kelly is passionate about advocating for inclusion and representation.

"There were times when I felt unwelcome in this space, but I've learned to carve out a place for myself,"

she says. Today, she is part of the Women In Tech (WIT) group and strives to inspire other women to pursue careers in technology and marketing.

Kelly also stays connected to her roots in technology by gaming with her siblings and continuing to explore innovative SaaS, AI, and technical tools. "Technology has always been a cornerstone of my life, from playing games with my family to building a career," she reflects.

Continuing Techy Pursuits

Kelly's future is as vibrant as her journey. She is working on a new series of dystopian sci-fi novels and learning her new role at Pax8 while continuing to expand Little Wave Media's services and help others in the community. Through her work, she remains committed to empowering small businesses and advancing her passion for tech, storytelling, and community impact.

Her story is a testament to resilience, innovation, and the power of leveraging technology to make a difference.

“Every challenge and triumph I've faced has prepared me for the work I do today,” Kelly shares. “It's been a wild ride, but I wouldn't change a thing.”

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