



Kelli Frieler
Executive Director of Digital
Leighton Broadcasting/
Leighton Engage

Kelli joined Leighton Broadcasting in 2016 as an account executive and was quickly promoted to sales manager before making the transition to a full-time role leading the company's growth and development of digital services. Her background, prior to joining Leighton was in the auto industry where she succeeded in several roles including: salesperson, digital sales, business manager, sales manager and owner.

In her role as Executive Director of Digital, Frieler is responsible for topline digital revenue growth and strategic planning as well as continuing education for sellers and on-air talent. Kelli was instrumental in advocating for and creating the role of Executive Director of Digital and launching Leighton Engage, a full service Digital Marketing Agency.

Kelli is a self-proclaimed nerd who loves to geek out. The good news is, she also loves to share! Kelli is committed to continuous improvement and education in today's broadcast world and to using the knowledge she gains to empower and enlighten, and share with others.

Kelli is a graduate of the 2017 Rising Through the Ranks class, serves on the Radio Advertising Bureau Sales Advisory Council, on the MN Association of Broadcasters Services Committee and has been a Faculty member of the Broadcast Leadership Training Group at the NAB.

Leighton Broadcasting is a family-owned, employee-owned, broadcast company with twenty-six radio stations, an events division and two digital marketing companies across seven markets in MN and ND.

When she's not geeking out, Kelli is usually found at the lake with her Husband and her two year old. When the lake is frozen you'll find her reading a book or dancing while listening to Adele or Elmo. On Sunday, Monday, and Thursday from September through February you'll find her watching football!