

KELSEY Y. ELAM

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PROFESSIONAL SUMMARY

Experienced marketing communications professional with strong writing skills and attention to detail. Produces creative and technical content for various marketing channels, including print, social media, web and email. Capable of managing internal or external projects and marketing campaigns.

EDUCATION

Master of Arts, Professional Communication and Leadership

Georgia Southern University

- Graduate Student Organization, *Secretary*

Dec 2019

Savannah, GA

Bachelor of Science, Journalism

Georgia Southern University

- The George-Anne Student Newspaper, *Reporter*

Dec 2012

Statesboro, GA

CORE COMPETENCIES

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| – Project Management | – Writing | – Presentations |
| – Marketing Communications | – Event Planning and Coordination | – Detail-Oriented |
| – Digital Marketing | – Trade Show Marketing | – Interpersonal Skills |
| – Content Creation | – Strategic Planning | – Team Player |
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RELEVANT SKILLS

Advanced Proficiency

Microsoft Word, Excel, PowerPoint and Outlook, APA and AP Style Writing, Project Management Software (e.g. Wrike), Facebook, Instagram, LinkedIn and Twitter

Intermediate Proficiency

Adobe InDesign, Premiere Pro and Illustrator, Content Management Systems (CMS), Salesforce, Website Builders (Wix and WordPress), Marketing Automation Software (e.g. Marketo), Search Engine Optimization (SEO), Photography, Technical Writing and Plain Language Guidelines

RELEVANT PROFESSIONAL EXPERIENCE

Southern Oaks Marketing

Creator/Freelance Writer

Savannah, GA

May 2020 – Current

- Created Southern Oaks Marketing as a brand and place of business for my freelance writing services.
- Writing content or copy for small businesses, brands and others. Content or copy includes blog posts, website copy, articles, product descriptions and more.
- Developing and managing a website and blog via WordPress.
- Developing and managing social media accounts, including LinkedIn, Instagram, Facebook and Twitter.

Georgia Southern University – University Strategic Planning Committee

Savannah, GA

Member

Aug 2018 – April 2019

- Committed to one year of service as the graduate student representative.
- Coordinated forums, focus groups and town hall meetings to collect student, faculty, staff and community member views about the university's strengths, opportunities, aspirations and risks.

- Collaborated with committee members to write a five-year strategic plan that aligned with the values, mission and vision of the university and reflected the viewpoints of engaged audiences.

AFL

Marketing Communications Specialist

Duncan, SC

July 2013 – July 2017

Marketing Communications Intern

Jan 2013 – July 2013

- Managed an \$850,000 budget for regional, national and international trade shows as well as marketing collateral and apparel for associates. Owned every aspect of the trade show program from pre-show planning and vendor management to on-site execution and post-show analysis.
- Worked across departments to plan and execute internal and external communications campaigns using print and digital marketing channels. Aligned campaign goals with company objectives, monitored campaign progress, made necessary adjustments and reported outcomes to stakeholders.
- Wrote AFL's monthly internal newsletter and distributed it to 5,000+ associates worldwide. Also contributed to AFL's external newsletter.
- Wrote copy for AFL's website or updated existing copy.
- Created and managed AFL's Newsroom, a section on the website that featured latest blog entries and social posts, news updates and a press kit.
- Wrote press releases, case studies, social media posts, blog entries, marketing emails, ad copy and copy for landing pages.
- Coordinated internal and external events with varying objectives, to include brand awareness, employee engagement, product and market training, customer appreciation, lead generation and more. Managed event timelines, budgets, vendors, on-site logistics and post-event analysis.
- Served as the marketing communications liaison for AFL's largest business unit: Service Provider. Collaborated with the marketing manager to streamline the unit's marketing initiatives, including digital marketing, advertising, content creation, trade shows and more.
- Served on a committee that created AFL's corporate social responsibility statement.
- Planned and coordinated a year-long, internal branding campaign that included videos of AFL's leadership, automated email campaigns for new hires, employee engagement activities and creative content for the campaign's landing page, posters and collateral.
- Assisted with product launches, acquisition rebrands, public relations, community outreach initiatives and other communications-related projects.

ADDITIONAL EXPERIENCE

Mayoral Re-election Campaign

<i>Intern</i>	Savannah, GA	Sept 2019 – Nov 2019
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J.Crew

<i>Assistant Manager</i>	Pooler, GA	May 2019 – Dec 2019
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<i>Lead Cashier</i>	Pooler, GA	Dec 2018 – May 2019
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<i>Sales Associate</i>	Pooler, GA	May 2018 – Dec 2018
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MPW Industrial Services, Inc.

<i>Office Assistant</i>	Richmond Hill, GA	Feb 2010 – Dec 2011
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St. Joseph's/Candler Home Health Care

<i>Summer Office Assistant</i>	Savannah, GA	June 2008 – Aug 2008
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Kroger

<i>Cashier</i>	Richmond Hill, GA	May 2005 – July 2006
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Richmond Hill Gymnastics Program

<i>Assistant Instructor</i>	Richmond Hill, GA	Aug 2005 – May 2006
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