

# KELSEY BROSS

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Graduate student at Quinnipiac University pursuing degrees in Public Relations and Interactive Media with goals of working in the media and entertainment industry.

## EDUCATION

### Quinnipiac University, Hamden, CT

Accelerated Bachelor's/Master's Program

Bachelor of Arts, Public Relations, Summa Cum Laude

2020

Masters in Interactive Media and Communications

Expected 2021

## SKILLS

- Photoshop, InDesign, Illustrator, Canva, Microsoft Office, Google Suite
- Meltwater Media Intelligence Software, Cision
- Hootsuite Certified

## EXPERIENCE

### The Visual Brand

Jan. 2020- May 2020

General Intern, Westport, CT

- Provided support to the Project Director
- Managed database of package design concepts from an internal organizational system
- Outlined client recaps and budgets
- Managed numerous vendors for a multi-day photo shoot

### The Academy of Television Arts and Sciences

Jan. 2019- April 2019

Marketing Intern, North Hollywood, CA

- Drafted copy for social media platforms, as well as scheduled posts via Hootsuite
- Created social media content at Academy events
- Collaborated with internal team in campaign brainstorm meetings
- Assisted with talent wrangling at the 71st Annual Emmys

### coded{pr}

Jan. 2019- April 2019

A public relations firm specializing in women's fashion and lifestyle brands

Intern, West Hollywood, CA

- Wrote brand-driven pitches for email distribution to editors of print and online publications
- Curated influencer lists
- Assisted in showroom appointments for high-profile personalities. Organized, coordinated, and displayed items to be reviewed and chosen for clients

## ACTIVITIES

### QuinniPR: Student-Run Public Relations Firm

2017-2019

Vice President and Social Media Manager, Hamden, CT

- Manage the official social media accounts of QuinniPR
- Engage in designing and presenting re-branding assets including corporate logos for local businesses
- Design promotional material and digital invitations for Quinnipiac University activities and community events

## KEY PROJECTS

### Quinnipiac ComCon 2020

Event Planner, Hamden, CT

- Developed the School of Communications' yearly networking conference and transitioned the event to an online format in the wake of COVID-19
- Curated panels, workshops and a keynote speaker tailored to each of the majors within the school, plus additional sessions focused on career development