Kelly Kimbrough

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www.linkedin.com/in/kelly-kimbrough (or link to online portfolio)

EDUCATION

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| **Austin Peay State University**  *Bachelor of Business Administration*   * Major: Marketing, Minor: Graphic Design | **Clarksville, TN**  *Expected: May 2022*  GPA: 3.45 |

RELATED EXPERIENCE

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| **Austin Peay State University, Student Success Office**  *Marketing/Graphic Design Intern* | **Clarksville, TN**  *January 2021 - Present* |

* Manage social media accounts for department, including Facebook, Instagram, Twitter
* Design and develop marketing materials on Canva to advertise department events
* Create timeline for distribution of promotional materials to maximize outreach
* Utilize Buffer social media manager to schedule future social media posts
* Brainstorm new strategies to increase student engagement with department social media accounts, such as “Ask an Advisor” on Instagram stories which engaged 150 students

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| **Ameren Corporation**  *Product Development Intern* | **St. Louis, MO**  *May – August 2020* |

* Conducted financial analysis to project revenues and costs for new business opportunities
* Researched new technologies to determine technology maturity/feasibility
* Presented opportunities for company growth based on analysis of new technologies business models

ADDITIONAL EXPERIENCE

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| **Austin Peay State University, Residence Life**  *Resident Assistant* | **Clarksville, TN**  *August 2019-May 2020* |

* Created programming to target specific interest of residents on floor
* Identified and confronted behavioral concerns in professional and consistent manner

LEADERSHIP & COMMUNITY INVOLVEMENT

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| **Alpha Kappa Psi**  *Active Member* | **Clarksville, TN**  *September 2019 - Present* |

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| **Chi Omega Fraternity**  *Marketing Director* | **Clarksville, TN**  *January 2021 – Present* |

* Design 4-5 social media posts per week to highlight chapter events and members
* Collaborate with chapter advisors to update website to increase engagement with potential new members

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| *Active Member* | *September 2018 - Present* |

SKILLS

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| * Facebook, Twitter, Instagram * Word Press | * Canva * Buffer Social Media Manager |