Kelly Kimbrough

Clarksville, TN • 931-555-5555 • kellykimbrough@my.apsu.edu

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

EDUCATION

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

RELATED EXPERIENCE

|  |  |
| --- | --- |
| **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

|  |  |
| --- | --- |
| **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

|  |  |
| --- | --- |
| **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

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

|  |  |
| --- | --- |
| **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

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

SKILLS

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