

Kevin P. Kelley

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EDUCATION: **The Pennsylvania State University** University Park, PA
B.A. Advertising, College of Communications Class of 2017
B.A. English, College of Liberal Arts
Schreyer Honors College **GPA: 3.87**

University College London January 2016 – June 2016

EXPERIENCE: **Search Intern** Chicago, IL
Reprise Media June 2017 – August 11, 2017
Part of IPG's Summer Residency program

- Optimized SEM campaigns through SQRs, bid adjustments, negative KW expansions, etc.
- Assisted co-workers in reporting for clients like Hulu, Serta/Simmons, Advance Auto, and Stericycle
- Participated in Learn & Earn events about media planning, media buying, and programmatic ads

Media team member University Park, PA
National Student Advertising Competition September 2016 – April 2017
Ad campaign competition hosted by the American Advertising Federation for Tai Pei frozen foods

- Conducted research about millennial media habits, markets, and frozen food consumption
- Developed two media plans – \$10 million and \$15 million – to increase awareness of Tai Pei
- Calculated impressions, ROI, and KPI when scheduling the media budgets

Account Associate University Park, PA
Happy Valley Communications September 2015 – May 2017
Student-run agency, created campaigns for Global Entrepreneurship Week and PA ALZ Association

- GEW: Increased awareness by 16%, resulting in the #1 attendance in the nation for 2015
- ALZ: Developed graphics, press releases, and social media content for State College event

Research Assistant University Park, PA
Penn State College of Communications August 2015 – December 2015

- Facilitated multiple ZMET interviews and transcribed hours of gathered audio
- Analyzed this qualitative research to discover meaningful patterns in participant responses

Social Media Intern University Park, PA
Malini Foundation September 2014 – September 2015
Nonprofit focused on girls' education in third-world countries

- Scheduled posts for the Foundation's Facebook and Twitter pages (Doubled # of followers)
- Promoted Malini Club events at Penn State through social media campaigns

Customer service experience at Panera Bread (2012-2013) and Asian Box (2015)

VOLUNTEER: **Distribution Development Captain** University Park, PA
Penn State Homecoming February 2015 – October 2015

- Secured and documented all donations towards Homecoming events
- Developed new sponsorship opportunities to best suit our donors

Public Relations member University Park, PA
Penn State THON October 2014 – February 2015

- Assisted media outlets in their coverage of THON 2015

SKILLS: **Digital/Computer skills**

- Advanced knowledge of Microsoft Office, Google Adwords (Certified), and Simmons
- Intermediate knowledge of Adobe Photoshop, Google Analytics (Certified), and SPSS
- Beginner knowledge of Adobe InDesign and Illustrator, SQL, and HTML/CSS

PORTFOLIO: www.kevinpatrickkelley.weebly.com