

# Kelsey A. Whing

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## EXPERIENCE

### ● CENTRAL MICHIGAN UNIVERSITY

*Marketing Content Manager* June 2018-present *Mount Pleasant, MI*

- Brainstorm, create and edit paid social media copy
- Work with cross-campus partners to plan, create, publish and analyze content across various media channels
- Create original, engaging copy for print and digital ads
- Manage the CMU vloggers
- Brainstorm with subject matter experts to create, implement and improve messaging strategy

### ● MICHAELS

*Cashier/Associate* February 2018-June 2018 *Commerce, MI*

- Maintain upbeat and positive attitude while providing excellent customer service
- Complete customer purchases and returns

### ● BLUE WHEEL MEDIA

*Content Marketer* January 2016-August 2017 *Troy, MI*

- Brainstormed, created, edited and published content pieces for multiple clients, including social media posts
- Performed monthly post analysis and SEO research using Google Analytics and the Keyword Planner Tool
- Tested websites in development across various devices to ensure bugs were found and fixed
- Worked collaboratively with team members to create appealing, enticing web content

### ● INNOVATIVE RESEARCH

*Marketing Assistant* December 2013-August 2015 *Novi, MI*

- Maintained website References section including adding, editing and using basic HTML to format product references in scientific publications
- Managed company Facebook and Twitter profiles focusing on community engagement and content curation
- Increased audience engagement through Facebook ads and organic social media posts

### ● The Honors Platform, ONLINE UNDERGRADUATE ACADEMIC JOURNAL

*Co-Editor and Co-Founder* January 2012-May 2013 *Mount Pleasant, MI*

- Researched undergraduate academic journals in order to better understand the process and methods needed for student publication
- Created and established rules and guidelines for submission protocol, submission review and the formation of a student editorial board
- Designed and created the cover, page layout and color schemes for the publication using Adobe InDesign and Photoshop
- Documented the complete process and created a manual for the next editors to use in order to continue The Honors Platform

## EDUCATION

Central Michigan University

Bachelor of Arts

**Graduation:** May 2013

*Magna Cum Laude*

**Major:** Journalism / News Editorial

**Minor:** English

HubSpot Inbound Certification

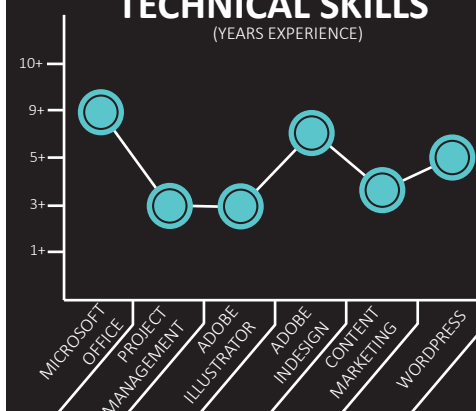
November 2015 - December 2016

## ABILITIES



## TECHNICAL SKILLS

(YEARS EXPERIENCE)



\*References available upon request

