



Kelsey Reed

PUBLIC RELATIONS PROFESSIONAL

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Education

BACHELOR OF SCIENCE
Communication-Public Relations
Slippery Rock University
2013-2017

Expertise

Project Management

Communication

Persuasion

Public Speaking

Presentation

B2B and B2C Sales and Marketing

Group Sales

Client Management

Social Media Coordination

Event Planning

Marketing Outreach

Leadership

Professionalism

Social Media Marketing

Software

Microsoft Office Suite

Sales Tracking Systems

Reservation Systems

Adobe Photoshop

Adobe InDesign

Adobe Illustrator

Adobe Acrobat Pro

Related Experience

SALES AND MARKETING MANAGER

Holiday Inn Monroeville//March 2017-Present

- Worked closely with other managers to completely rebrand hotel
- Work closely with clients to plan group functions as well as group stays
- In charge of all of the franchise's social media including creating content calendars for other employees to follow
 - Use social media to achieve B2C and B2B relationships
- Responsible for all of the marketing materials that are distributed on property as well as off
- Managed a sales team as well as other employees
- Worked with the Director of Sales to drastically increase monthly revenue in room stays and food and beverage
- Created contracts, BEO's and other group organizational documents for clients
- Schedule and Coordinating meetings and tours for all clients on their terms
- Performed various market research for possible growth and improvement of different departments within the hotel
- Develop fact sheets and media kits for hotel and attached restaurant

PUBLIC RELATIONS AND MARKETING INTERN

Butler Health System//December 2016-May 2017

- Use of marketing materials to attract and retain high-value clients and patients
- Create press releases, media advisories, fliers and media kits for distribution to the general public
- Travel with marketing staff to "sell" services and departments to doctors and patients
- Attend weekly staff meetings to collaborate on each others work for a high functioning team environment
- Responsible for the planning and implementation of healthcare seminar events

Graphic Designer

Elephant and Castle Pub and Restaurant//2015-2017

- Responsible for updating the design of all menus or publications going in or out of the restaurant
- Schedule meetings and coordinate with general manager and bar manager to understand the client request of all marketing materials

Leadership Experience

SOCIAL CHAIR/SECRETARY/PUBLIC RELATIONS CHAIR

Phi Sigma Sigma Fraternity, Inc.

- Served on Executive Board as the chapter Secretary who was in charge of all notes, meeting minutes and attendance at all functions
- Served as social chair in charge of all event planning for the chapter
- Served as chapter Public Relations chair in charge of all social media accounts and all media collateral that the chapter produces

CREW CAPTAIN

Love Your Melon

- In charge of all operations, meetings, events, marketing and PR