

## ABOUT ME



Please allow me to introduce myself! My name is Kelsey Johnston, and I am a confident and creative marketing/communications assistant. I am self-motivated, self-sufficient and have a background in both print and digital media. I have strong written and verbal communications skills and am detail oriented. People find me to be upbeat and a hard-working team player who is well versed in all aspects of social media and is looking forward to furthering my career in the sports industry.

## CONTACT



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## EDUCATION



- 2019 **B.A in Marketing/ Minor in Public Relations**  
California State University Fullerton
- 2015
- 2014 **A.A in Liberal Arts/ Certificate in Marketing**  
Orange Coast College
- 2011
  - Member of both the Men's and Women's Crew Team
  - Captain of the Novice Women
  - Recipient of the Heart and Hustle Award
  - Member of the Dean's List.

## PROFESSIONAL SKILLS



Office Suite	<div style="width: 100%;"></div>
Mailchimp	<div style="width: 90%;"></div>
Social Media 	<div style="width: 80%;"></div>
Adobe Creative Cloud	<div style="width: 70%;"></div>
Google Analytics	<div style="width: 60%;"></div>

Thank you

# HELLO

## KELSEY JOHNSTON

MARKETING AND COMMUNICATIONS  
ASSISTANT

## WORK EXPERIENCE



- Sechrist Industries Inc. 2018-Present  
**Marketing and Communications Assistant**
  - Composed Press Releases
  - Managed development of How-to videos
  - Led design of trade show displays and product brochures.
- REELLAB 2015-2018  
**Marketing Intern**
  - Created and managed social media accounts including creation of content.
  - Composed instructional videos for users using Camtasia and aided in handling customer inquirers.
- Orange Coast College 2012-2018  
**Student Marketing Intern**
  - Created and managed the Men's Crew Instagram page including creation of content.
  - Promoted current events and accomplishments through Instagram including images featured by OCC.

## PERSONAL SKILLS



Creativity	<div style="width: 100%;"></div>
Adaptability	<div style="width: 100%;"></div>
Communication	<div style="width: 100%;"></div>
Work Ethic	<div style="width: 100%;"></div>

## INTERESTS

