

KELLSEY MILLER

136 NORTHRIDGE DRIVE • OXFORD, OH 45056
KELLSEY.MILLER@GMAIL.COM • (419) 290-6612

PROFILE STATEMENT

Organized, flexible, deadline-oriented professional with three years of marketing and communication experience. Works well in challenging, fast-paced environments.

SKILLS

Strong writing and editing, AP style, social media, Adobe InDesign, Photoshop and Illustrator, Microsoft Office, WordPress

EDUCATION

Miami University, Oxford, Ohio, May 2010
Major: Strategic Communication, Minors: Marketing, French
▪ GPA: 3.7/4.0

Université de la Bourgogne, Dijon, France, Summer 2008
▪ Six weeks of intensive French study, nine credit hours

PROFESSIONAL EXPERIENCE

Miami University, Office of Enrollment Operations and Communications, Oxford, Ohio
Communication Specialist February 2012-present

- Serve as the primary writer for print and electronic communication produced by EOC.
- Edit letters, emails, print publications, and other copy produced by offices on campus for consumption by prospective students and families.
- Assist in developing communication strategies for all populations, including first-year, transfer, and international students.
- Manage Miami University student blog website and student volunteers.
- Produce and edit web and social media content.

Delta Sigma Pi Central Office, Oxford, Ohio February 2012-March 2012
Freelance Writer

- Wrote feature articles and edited submissions for magazine publication.

Delta Sigma Pi Central Office, Oxford, Ohio August 2010-February 2012
Communications Coordinator

- Coordinated the planning, writing, editing, layout, and design of *The DELTASIG* magazine (circulation of more than 27,000).
- Planned, wrote, and designed communications for bi-annual convention and 10 annual national leadership events.
- Gathered and edited copy for monthly mailings sent to select Fraternity alumni.
- Wrote, designed, and executed e-mails via Exact Target.
- Administrator of social media outlets (Facebook, Twitter, LinkedIn, YouTube, blog).
- Designed promotional flyers, certificates, programs, folders, brochures, and agendas.

Delta Zeta Headquarters, Oxford, Ohio
Communications Intern

January-May 2010

- Planned and collected copy for five editions of the national convention newsletter.
- Wrote copy for three primary communication outlets, including *The Lamp* magazine, Pink Goes Green blog, and the sorority website.
- Edited and verified articles from other writers prior to publication.

The Andersons Headquarters, Toledo, Ohio
Marketing Intern

May-August 2009

- Researched potential customers.
- Conducted direct mailing campaign highlighting benefits of agriculture insurance.
- Managed database entries of past, current, and potential clients.

RELATED EXPERIENCE

Public Relation Student Society of America, Oxford, Ohio
PR Visions Account Executive

September 2009-May 2010

- Pursued and generated business from new customers for student-run PR firm.
- Developed public relations campaigns, created promotional items, and planned special events.

Miami University, Oxford, Ohio
Communications/French Tutor

August 2008-May 2010

- Motivated students and pinpointed strategies to improve performance.
- Provided written evaluations of each session and developed a plan for future sessions.
- Reviewed client evaluations with head tutor weekly and 95% of evaluations were positive.

Miami University, Oxford, Ohio
Undergraduate Teaching Assistant

August-December 2009

- Provided ideas and examples for class use and answered student questions
- Managed Web discussion board, provided prep for exams, and held study sessions

ASSOCIATIONS AND HONORS

Fraternity Communications Association,
Marketing and Communications Committee

November 2010-February 2012

Alpha Omicron Pi

January 2008-present

Public Relations Student Society of America

January 2009-May 2010

Honors Program, Miami University

January 2008-May 2010