

KellieAnn Halvorsen

Strategic Communications

Be Creative • Be Bold • Be Inspiring

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EDUCATION

The University of Utah – Salt Lake City, Utah

Bachelors of Science: Strategic Communications

(A blend of marketing, writing, and media creation skills for the modern-multiplatform world)

Dec. 2016

GPA: 3.95

Salt Lake Community College – Salt Lake City, Utah

Associate of Science: Mass Communications Technology

May 2015

GPA: 3.87

Highlighted Coursework

- Writing for Strategic Communication
- Marketing, Branding, & Rhetoric
- Media Creation/Management
- Public Relations Internship: 2016
- Social Media Tools & Strategy
- Mass Communication Law
- Editing: writing, media, & digital
- Quantitative Research
- Website design
- Visual design
- Film Production
- Photography

RELATED EXPERIENCE

Mills Publishing Inc. – Salt Lake City, Utah

Publishing, Sales, and Administrative Assistant

June 2017-Present

- Provides administrative support to the president, sales team, & art department; prepares agendas/notes/reports/documents, maintains a deadline-heavy calendar, assists with editing/layouts, and general office tasks. *Enables coordination between the teams for a smoother publication process.*
- Correspondence with clients/public physically and digitally through sales letters, advertising proposals, e-mails, phone calls, social media/marketing posts, and more. *Cultivating a relationship with clients and the public.*
- Markets advertising opportunities and publications through targeted content creation; writing copy, creating/managing custom/branded email campaigns/lists. *Helping digitize and modernize the company's communication practices.*

Riverton Arts Council – Riverton, Utah

Communications and Public Relations Volunteer/Intern

Sept. 2011-March 2017

- Designed/dispersed communications, marketing, publicity, PR, and originating website designer/manager. Including digital/social media/customer correspondences, external/internal copy, and print materials for several large-scale productions a year, city events, and various special events and programs. *Facilitated communications between all parties, increasing audience base and allowing for more successful productions.*
- Physically represented the RAC at events and programs throughout the year, including ticket sales and audience liaison. Planned and managed RAC booths at fairs and events; coordinating volunteers, activities, and materials to help establish and promote the arts in the community.

Strategic Communications Specialist - Riverton, Utah

Freelance/Self-Employed

Sept. 2015-Present

- Communication advice/training, design, content creation and implementation for small business clients and individuals. *Helping artists create materials and learn the skills to promote their passions.*

HalvoMassage – Riverton, Utah

Private Practice Massage Therapist

March 2006-Present

- Owns, markets, and manages private massage practice. Designed Website, logo, print materials, etc.

PROFESSIONAL SKILLS

- Creative and business software: Microsoft Word Office Suite, Adobe Creative Suite, Dropbox, Google
- Publishing and proposal software: Magazine Manager, ACT!, InDesign, Photoshop
- Writing/editing/visual design: Associated Press, journalistic, marketing, internal/external communications
- Website design and management: HTML and CSS coding, WordPress, homestead, 1&1
- Social media campaign management: HootSuite, MailChimp, built-in social media publishing tools
- Quantitative/qualitative research: Qualtrics, SurveyMonkey, social media tools/insights
- Publishing: print/books, digital/online, magazines/trade journals, programs/playbills, and more.
- Videography and Photography, Film, Audio, and Theatrical Production

ACHIEVEMENTS AND VOLUNTEERING

- "Annie," Assistant Director, Riverton Arts Council
- "Look Up!" Student Documentary, Producer, Salt Lake Community College
- "Into the Woods," Assistant Director, Riverton Arts Council
- "Ellie the Drama Princess: A Child's Introduction to the Theater Process," self-published
- "Folio," Several short stories and prose, Salt Lake Community College

Spring 2017

Spring 2015

Summer 2014

Summer 2013

2010-2013