

# KELSEY FAGAN

## EXPERIENCE

### MARKETING & COMMUNICATIONS COORDINATOR

*Alderwood Resort Management | Nov 2018 - Current*

- Maintains 22 Facebook pages for various resorts and management branches.
- Creates and distributes email blasts and newsletters for 27 properties.
- Monitors and responds to online reviews through TripAdvisor, Google and Facebook for 27 properties.
- Runs occupancy, financial and comment card reports for 27 properties.

### TELEFUND SUPERVISOR

*UO: Annual Giving Program | May 2017 - June 2018*

- Trained, aided, coached and supervised callers
- Managed scheduling and attendance
- Wrote concise calling scripts
- Created Telefund caller online profiles
- Raised approximately \$33,000 for university academics
- Promoted from Caller to Lead Caller in May 2016
- Promoted from Lead Caller to Supervisor in May 2017

### VICE PRESIDENT OF COMMUNICATION

*Alpha Phi Omega -Zeta Psi | June 2017 - June 2018*

- Controlled chapter website, Facebook, Instagram and Twitter
- Took photos to be used for promotional purposes
- Created brochures and posters for chapter recruitment
- Constructed term newsletter for current members and alumni

### SOCIAL MEDIA INTERN

*FOOD for Lane County | April 2018 - June 2018*

- Scheduled Facebook and Instagram posts
- Ran in-depth analytics and comparisons
- Produced an Instagram campaign featuring employees
- Developed a strategic social media 3-month calendar

### CUSTOMER RELATIONS

*Never Summer Mtn. Products | April 2015 - Jan 2019*

- Assistant buyer
- Handles monetary transactions and settlements
- Conducts inventory audits
- Assists customers in finding product to best fit their needs
- Photographed product for website


## CONTACT

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W: [www.kelseyfaganblog.com](http://www.kelseyfaganblog.com)

## SOCIAL

 @kjhope3

 @kelseyjfagan15

 [www.linkedin.com/in/kjfagan3](http://www.linkedin.com/in/kjfagan3)

## PROFESSIONAL SKILLS

- Facebook, Instagram & Twitter Analytics
- Google Analytics
- Adobe Lightroom, Photoshop, Illustrator & InDesign
- Final Cut Pro
- Canva
- Qualtrics
- Campus Call (RNL)
- Point-of-Sale Systems
- SPI Timeshare Software

## VOLUNTEER WORK

- Alpine Ski Team Coach  
*Middle Park High School*  
*Nov 2018 - Current*
- Adventure Education  
*Middle Park High School*  
*Sept 2018 - Current*

## EDUCATION

*University of Oregon | 2018*

Bachelor of Arts

Journalism: Public Relations

Minor: Business Administration

- Dean's List Recipient: 5 Terms

- Cumulative GPA: 3.74