

Kelsey Caswell

Technical Communication - Multi-Modal Content Creation and Editing - Public Relations

EDUCATION EXPERIENCE

Texas State University, San Marcos — *B.S. Public Relations (Minor in Writing with a Technical Emphasis) - Cum Laude - Graduated August 2022.*

Texas State University, San Marcos — *M.A. Technical Communication - GPA: 3.83 - Currently Pursuing*

WORK EXPERIENCE

Master of Arts in Technical Communication (MATC) at Texas State University, San Marcos, TX – *Graduate Assistant*
August 2023 - Present

- **Perform administrative support such as manage the email inbox for the MATC program. Respond to inquiries from prospective, current, and former students.**
- **Represent Texas State University and the MATC program at career and graduate school fairs. Share informational pamphlets, contact information, and personal anecdotes with prospective students.**
- **Maintain the MATC program website through GATO content management system. Stay familiar with light coding skills such as HTML, CSS, and JavaScript.**
- **Design and distribute limited edition MATC program merchandise to current and former students.**
- **Facilitate professional and positive communication between program alumni, the program director, and current MATC students. Keep the MATC program director updated on daily tasks, projects, and Graduate Assistantship goals.**

User Experience and Interface (UX and UI) Research Service Learning Internship - MATC Program at Texas State University, San Marcos, TX – *Intern Group Member*
January 2024- May 2024

- **Worked alongside peers to develop a robust and effective research plan to develop recommendations to improve the UX/UI for Texas State University's IT Assistance Center's website following a website merger.**
- **Collaborated to find practical solutions to trying situations involving group members availability and participation.**
- **Presented research findings and recommendations in both video and print forms to the client remotely.**

Self Employed, Lubbock, TX and Austin Metropolitan Area — *Babysitter*
March 2023 - Present

- **Provide excellent childcare to diverse children, ensuring their safety and entertainment.**
- **Follow all nutrition, behavior, and guidelines set by the parents to ensure that the children's routines were followed and adhered to.**
- **Encourage limited screen time, outdoor recreation, and interactive play time to enrich out of school education experience.**
- **Assist in homeschool education for children ages 6-10 in science, mathematics, English, and rudimentary Spanish.**

Insight Global, Austin, TX — *Recruiter*
September 2022 - March 2023

- **Worked among a diverse team to assist in the finding of candidates for clients' open requisitions**
- **Sourced and submitted individuals with relevant experience for positions. Stayed in contact with candidates throughout their interview process by providing relevant feedback, interview preparation, and positive affirmations. Shared job offers, and converted candidates to full-time employees**
- **Adhered to deadlines to ensure that all business was completed in a timely manner**

Texas State University, San Marcos, TX — *Tour Guide*
March 2021- August 2022

- **Confidently led tours of Texas State University to diverse groups of students, ranging from 5 individuals to 50 individuals. while maintaining a positive attitude**
- **Adapted to changing information and events on campus**
- **Maintained consistent office sanitation and cleanliness standards during COVID-19 protocol**
- **Built positive, professional relationships with coworkers to create a collaborative work environment**
- **Worked outside of regular business hours as needed for events such as training, team retreats, and Bobcat Day**
- **Promoted to Tour Guide Trainer position in May of 2022.**

Skills:

Technical Writing and Editing. Proposal Writing and Editing. Video Creation and Editing, creative and technical. Content Design. User Experience and User Interface (UX/UI) Research and Design. HTML and CSS. Wordpress and Hootsuite fluency. Group leadership. Public speaking and presentation skills. Adobe Suite, Microsoft Suite, and Google Suite Fluency.

