

---

# Kelsey Goffman

3930 West Ash Lane ♦ Orange Village, OH 44122  
216.789.7948 ♦ kgoffman@wisc.edu

---

## Education

### UNIVERSITY OF WISCONSIN- MADISON, Madison, WI, June 2015

- Bachelor of Arts in Communication Arts with Certificates (comparable to minors) in Business and Digital Studies
- GPA 3.8/4.0; Dean's List five out of six semesters (ineligible during semester abroad)

### TEL AVIV UNIVERSITY, Tel Aviv, Israel, Spring 2014

- Immersion program studying and experiencing firsthand the region's language, culture and rich history

---

## EXPERIENCE

### Soxxy Socks, Digital Marketing and Fashion Intern, New York, NY, Summer 2014

- Worked closely with the company's CEO to support and implement innovative social media, event marketing and promotional strategies to grow sales for the boutique designer's line of performance, high fashion socks and leggings
- Researched prospective marketing channels, sales partners and customers building an expansive database of over 2,000 contacts facilitating prominent press features in respected fashion publications, including Shape Magazine and Flaunt Magazine
- Created customized lists of up to 250 contacts utilized for more than 15 targeted direct mail and email campaigns - communicated with key industry contacts, including assistant buyers and magazine editors optimizing company's exposure
- Conceptualized, promoted and independently coordinated company's first-ever sample sale hosting over 250 people and selling highest daily revenues to date for growing business
- Developed and launched a successful 10-day "Rock your Socks" social media campaign designing and showcasing daily styles and outfits built around the company's products - utilized *Polyvore* to source and build appealing, trendy outfits for the campaign
- Initiated the implementation of Google+ enabling the business to significantly enhance it's search engine optimization (SEO) - proficiently leveraged expertise across all other social media channels, including Facebook, Pinterest, Twitter and LinkedIn
- Developed and posted creative, engaging content for both social media and the company's website, including a fun, highly viewed article entitled "Socks + Heels = A Sock Hoppin' Summer"
- Planned, coordinated and assisted with two seasonal photo shoots capturing more than 120 photos
- Entrusted to support 10 client projects for Hi Impact Communications, the CEO's full-service communication firm

### YCD Multimedia, Marketing Intern, New York, NY, Summer 2013

- Led development and implementation of social media solutions for global provider of B2B digital signage marketing solutions
- Researched and analyzed target customers and company culture identifying LinkedIn as the optimal social media channel to reach existing and prospective customers
- Consulted with key stakeholders to develop content recommending a balance of industry news, thought leadership and upbeat content to appeal to broad audiences - tracked and reported analytics for over 60 individual posts
- Summarized and presented findings to the CEO and President providing a social media roadmap advising on timing and content style to optimize future results

### College Social Magazine, Social Media Intern, Madison, WI, 2012 - 2014

- Planned and executed creative social media strategies leveraging Facebook, Twitter and Instagram to grow circulation for the nation's leading communication resource distributed in print and online across 27 campuses

- Participated in weekly team meetings with up to 10 people to brainstorm online content, articles and promotional opportunities
- Researched and wrote an article showcasing the best food delivery options in Madison
- Delivered and promoted magazine across 20 campus fraternities and sororities reaching over 3,700 students

## **ACTIVITIES/INTERESTS**

---

- Chi Omega Sorority - Nu Chapter, Member, 2011 - Present
- Public Relations Student Society of America, Member, 2013 - 2014
- American Society for Training and Development (ASTD), Student Member, 2013 - 2014
- Interests include traveling, reading and blogging