

.eli rush kallison

6315 west 83rd street
los angeles, california 90045
831.238.7445
elirushkallison@gmail.com
collegephotographer.blogspot.com

.me

My name is Eli Rush Kallison. From traveling around the world in search of the best waves to hiking the beautiful hills of Big Sur, adventure is part of who I am and what I do. I love to understand the source of what moves people to action. This is what drew me to advertising: the great + timeless persuasive force that conveys an idea + starts an adventure.

.education

- 2008-2012 **Loyola Marymount University** | Los Angeles, California
Bachelor of Arts, Communication Studies
Related Coursework
Advertising & Copywriting: presented my account strategy + targeted creative work to clients
Principles of Public Relations: drafted a full marketing strategy for The Midnight Mission to increase awareness
Advertising Principles + Strategies, Rhetorical + Qualitative Research, Sociology, Debate, Video Prod for PR
- 2011 **Dos Equis Campaign Analysis Paper** (26 pgs) | "A Rhetorical Analysis of How Beer Sells"
Performed extensive research to assess how persuasive appeals reach + appeal to target audiences
Selected for entrance into the prestigious Loyola Marymount University Undergraduate research symposium
- 2010 **Secretary of Communications Executive Board Member** | Beta Theta Pi Fraternity
Coordinated fraternity communication + ran executive board meetings to run the fraternity through leadership

.tbwa\chiat\day

- 1/12 - now **Nissan Account Planning Intern** | TBWA\Chiat\Day | Los Angeles, California
Worked directly with the Nissan Planning Director, Senior Planner + Junior Planner to accomplish tasks as a team
Analyzed Strategic Vision + Simmons data to create audience insight presentations
Participated in creative briefings, client meetings + brand strategy discussions
Created a brand vision strategy for Nissan Versa
Provided team with ongoing reviews + analysis of competitors' brand strategy across all media channels
Helped position the Pepsi brand by pulling audience insights from focus group footage
- 9/11 - 12/11 **Nissan Account Management Intern** | TBWA\Chiat\Day | Los Angeles, California
Prepared for + participated in Nissan's MY12 re-branding Creative Disruption Day to inspire creative thought
Worked on the Innovation For All (IFA) campaign for Nissan's MY11/12 throughout internship
Performed digital analytics of the eNewsletter, digital banner + budget metrics
Collaborated directly with the account planning, creative, production + media teams
Supported the direct team with management of budgets, internal status + direct mail creative
Leveraged experience in account management to secure a planning internship
- 9/11-12/11 **TBWA\Chiat\Day Video Spot** (90 Seconds) | "We Are You"
Collaboratively created + produced this brand manifesto for the interns of Chiat\Day
Worked with top planners + creatives at Chiat\Day to brand the internship program
Presented the video to the entire agency, which was chosen by HR to be shown to future interns

.experience

- 6/11 - 8/11 **Advertising / Public Relations Intern** | Boots Road Group | Monterey, California
Researched brand perception over time to analyze campaign strategy effectiveness + discover successful trends
Targeted media to effectively deliver messages + press releases to appropriate agency press contacts
Used VOCUS & Constant Contact to maintain consistent communication with our target audience
- 11/09 - 3/10 **Marketing Intern** | InTheMo from InTheMo.com | Santa Monica, California
Managed PR + marketing projects to raise launch awareness for the website
Researched + discovered the hottest international venues for the website
- 7/10 - 9/10 **Talent Booking Assistant** | RSP Talent Booking Agency | Marina Del Rey, California
Targeted Facebook, Twitter + Tumblr communities to increase awareness + traffic to RSP's website
Recommended talent for new business outreach based on fan following, audience demos + level of influence
Cultivated relationships with talent buyers through consistent + reliable communication
- 5/10 - 9/10 **Legal Assistant** | Arias Ozzello & Gignac LLP Attorneys at Law | Los Angeles, California
Spearheaded legal research + theoretical analysis of cases to solve problems
Analyzed thousands of documents to discover beneficial case information
Collaborated directly with senior attorneys + executives to help solve cases

.programs

Advertising | Nielsen Database, Experian Simmons, AdRelevance, @Plan, Competitrack
Other | Adobe Photoshop (Digital Photograph Editing), PowerPoint, Keynote, Excel

.honors

Order of Omega | Greek Honors Society Member (Top 5% of Greeks)
Pedro Arrupe Scholar | Top 10% of LMU Applicants
National Society of Collegiate Scholars | Collegiate Honors Society Member