

# Kaitlyn Kinsey

## Public Relations and Fashion Merchandise Intern

Hatfield, PA - Email me on Indeed: [indeed.com/r/Kaitlyn-Kinsey/10b535e65116a007](https://www.indeed.com/r/Kaitlyn-Kinsey/10b535e65116a007)

### WORK EXPERIENCE

#### Public Relations and Fashion Merchandise Intern

Urban Post - Selinsgrove, PA - September 2012 to May 2013

Planned and executed special events including grand opening, boutique and art exhibits

- Attracted and informed customers of new business through social media and press releases
- Worked closely with store owner choosing brands and products to meet customers' needs

#### Sales and Marketing Director

Sterling Communications - Selinsgrove, PA - January 2009 to May 2013

Liaison between personally selected student account managers and ten clients throughout the community

- Managed advertising, event planning and marketing
- Worked with an executive board to plan meetings, propose budgets and plan internal and external events

#### Team NFL Intern

NFL - April 2012 to December 2012

United Way Worldwide \* Alexandria, VA

- Worked with civic-minded NFL Players to recruit readers, tutors and mentors as part of United Way's goal to lower the high school dropout rate
- Coordinated grassroots outreach through social media and special events
- Produced press releases and articles pertaining to United Way and Team NFL's work

#### Public Relations Intern

NorthPennUnitedWay - Kulpville, PA - May 2011 to August 2011

Assisted in the revival of the North Montco Volunteer Center by creating volunteer toolkits

- Worked with vendors including graphic designers, printers and others to create collateral
- Researched, organized and compiled Volunteer Income Tax Assistance information
- Organized, promoted and participated in annual "Stuff the Bus" school supply drive which resulted in the collection of 500+ school bags

### EDUCATION

#### B.A. in Communications

Susquehanna University - Selinsgrove, PA

May 2013