‍‍Ty Kelly

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Summary

Versatile creative thinker with a strong foundation in multiple aspects of business administration. Experience applying creative background to real world situations regarding marketing and promotion challenges in order to produce innovative and forward thinking solutions. Ability to self-motivate and excel with unfamiliar, non-traditional, or highly difficult tasks.

Skills & Abilities

MArketing

* Worked on a team to create the Bend Venture Conference website [www.bendvc.edcoinfo.com](http://www.bendvc.edcoinfo.com) which demonstrates strong branding, strong SEO techniques, and a working knowledge of html, css, jquery, and ability to edit code.
* Experience with content creation on multiple levels. Developed and maintained content for social media, blog posts, web presence, print, and email correspondence.
* Harnessed social media as a marketing tool and managed on-line presence and expansion for numerous clients in multiple industries. Constructed custom social media campaigns that exhibited strong branding, stimulated two-way communication with target audiences, presented exceptionally curated content, and solidified product positioning.
* Pioneered a social media campaign for an indie musician that resulted in 250,000 plays and 50,000 downloads of his latest material.
* Ability to determine and implement an appropriate marketing strategy that employs a balanced mix of marketing activities based on company goals and services, product type, and target market.
* Ability to craft an effective promotional pitch based on proven creative processes that combine lateral thinking, emotional appeal, and the language of benefits to connect with a target audience.
* Working knowledge of photo and video editing software and visual media production.

Event planning/management

* Experience working with the EDCO (Economic Development for Central Oregon) team to promote multiple high quality events such as PubTalk, Food Cluster Meetings, Bend Venture Conference Investor Kickoff, HiDec Strategic Planning Seminar, and the Annual EDCO Board of Directors Meeting.
* Ability to facilitate all activities pertaining to event planning such as venue management, sponsor recruitment and management, agent and performer communications, contract negotiation, event marketing and promotion, and permit acquisition.
* Ability to facilitate all activities pertaining to concert production such as planning, budgeting, supervision, and scheduling. Extensive experience interacting with performers and creating an environment that is conducive to the creative process. Ability to bring the best performance out through positive communication skills, creative analysis, and lateral thinking.

Leadership

* Extensive experience in project management and leadership positions in the food service industry as well as in academia. Have facilitated management functions such as planning, organizing, decision-making, implementing organizational change, team building, cultivating positive work culture, and operating ethically.
* Ability to analyze and interpret legal documentation and foresee legal implications of business practices pertaining to contract law, alternative dispute resolution, liability, business organizational structure, music publishing and licensing, and profit delegation amongst business partners and artists.
* Understanding of basic financial and managerial accounting practices and how they influence leadership decisions.

Communication

* Extensive development of interpersonal and technical communication skills through job related activities including creation of professional documents and presentations. Extensive experience with high-level information gathering and research, database creation and management, and the process of creating a survey and using the information to make administrative decisions.

Experience

EDCO (Economic Development for Central Oregon) | Intern| Summer 2015

* Worked as part of a highly skilled team to perform numerous activities that promote economic development and job creation in Central Oregon. Was a key member on the web design team that created a website for the annual Bend Venture Conference. Assisted the Event Manager with important organization events. Worked with the Marketing Manager to continue to grow and solidify the EDCO brand in everything we do on a communication basis.

Bus Driver | Yaeger Bus Service | 2013-Present

* Performed all transportation tasks such as pre-trip and post-trip inspections, safe operation of the motor vehicle, and maintaining a positive atmosphere for students. Carried out daily operations with an emphasis on passenger safety.

Event Staff, Music Department Concert Series| Minnesota State University, mankato| 2012-present

* Assisted in maintaining a professional and respectable atmosphere at music department events. Set up and took down concert series equipment, checked in and seated community guests, and assisted with verification of student attendance.

Shift Leader | Toppers Pizza| 2011-2015

* Responsible for overseeing all operational activities and delegating tasks amongst employees. Counted cash drawers, ran reports, calculated and recorded daily sales. Counted and entered ending inventory, controlled labor percentage by operating an on call schedule, and performed daily deposits. Maintained a positive work environment and achieved superior customer satisfaction.

Self contracting Wedding DJ | elegant affairs| 2012-2013

* Worked alongside a master of ceremonies to create a superior wedding reception experience. Engaged guests in various celebratory activities, chose music based on atmosphere and request, and maintained a professional setting at all times. Distributed promotional information appropriately.

Education

Bachelor of Science | currently enrolled | Minnesota state university mankato

* Major: Music Industry
* Minor: Business Administration
* 3.97 cumulative GPA