

Kelly June Fischer

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Graphic Design Portfolio: kjfisch.wix.com/home

Programming Portfolio: <https://github.com/kelly5956>

Education

University of Michigan School of Information, Ann Arbor MI

- Bachelor of Science in Information- User Experience Design
- Class of 2017
- GPA: 3.56

Employment

Digital Marketing and Technology Intern, June-August 2015

The Elms-Dougherty Group at Re/Max Properties Unlimited, Morristown NJ

- Facilitated plans for website redesign, and identified web design firm
- Increased social media marketing efforts of listings by 100% through Facebook and Instagram
- Created HTML email newsletters that went out to 500 prominent members of the community
- Optimized digital marketing budget by reducing expenses and identifying inefficiencies

Student Caller, February 2015-Present

University of Michigan Telefund, Ann Arbor MI

- Raised over \$9,000 for the University
- Helped raise 1.7 million dollars for the University in the 2014-2015 fiscal year

Marketing Intern, June-August 2014

Sotheby's International Realty Affiliates at Realogy Holdings Corp., Madison NJ

- Contributed to the 2015 marketing program, designed to reach over 1 billion impressions
- Assisted with the collection of content for both print and online marketing platforms such as Reside Magazine, The New York Times, and Architectural Digest's DesignFile
- Contacted domestic and international affiliates to inform them of marketing opportunities
- Sourced images for the new sir.com as well as edited them using Adobe Photoshop
- Wrote the 3rd edition of the quarterly newsletter Perspectives

Extracurricular Activities

Executive Board, September 2014-Present

Society of Global Engineers

- Vice President of Marketing and Public Relations
- Redesigned logo
- Advertise and assist in planning professional organization's campus events
- Designed and developed website using Google Sites: sge.engin.umich.edu/

Champions: Detroit, May 2013-April 2014

- Mentor Detroit high school students by encouraging and assisting them in pursuing a college education
- Attend and run weekly workshops on topics such as Fiscal Responsibility, Nutrition, Academic Planning, Community Service, and Identity Development

National Student Advertising Competition and American Advertising Federation, September 2013-April 2015

- Planned, designed and presented advertising campaigns for Mary Kay Cosmetics and Pizza Hut

Skills

Programming: C++, Python

Web: HTML5, CSS, Java Script, Google Sites

Design: Adobe Creative Suite

Presentation: Microsoft Office