

# Kelsey

## Robertson

### CONSTRUCTIVE CONTENT CREATOR

#### ACCOMPLISHMENTS

- 2019 JMU's International Week Photo + Video Contest Winner
- Best Photo Story Nominee for the 2019 edition of The Urbino Project
- Deans List with GPA over 3.5
- Active member of PRSSA, member of the Media Relations committee

#### SKILLS

- UX / UI Design
- Graphic Design
- Web Design
- International Journalism
- Ad Targeting

#### TOOLS

- Adobe Creative Cloud
- HTML
- CSS
- Wix, WordPress, Squarespace
- Axure RP
- Microsoft Office Suite

#### ACADEMIC BACKGROUND

**James Madison University** May 2021  
School of Media, Arts + Design

- Concentration in Interactive Design
- Dual minors in General Business + Nonprofit Studies

**Università degli Studi di Urbino Carlo Bo** 2019  
Study Abroad, Digital Communication and Multimedia

- Gained intercultural communication experience
- Conducted interviews + research in conjunction with a translator
- Produced a multimedia story featured in the 2019 edition of the Urbino Project

Number  
(540) 539-4387

Email  
rober2ke@dukes.jmu.edu

Portfolio  
kelrobdesign.github.io/krportfolio/

#### EXPERIENCE

**Global Ambassador** Mar 2020 - Present  
James Madison University - Center for Global Engagement

- Elected as Design Chair
- Design print promotional materials for overall marketing strategies + campaigns with Sketch
- Work closely with the Social Media + Promotion Coordinators to design images for the web, social media outlets, + other mediums for exposure
- Coordinate Study Abroad promotional events
- Offer peer advising for prospective + returning study abroad students

**Salesforce Systems Admin Fellow** Jan 2021 - May 2021  
Deloitte Digital

- Chosen to attend an eight-week Systems Admin course lead by Deloitte Consultants
- Constructed + presented a functional proof of concept solution for an internal alumni relationships manager
- Proficient in Salesforce
- Experience utilizing Agile methodology
- Will sit for the Salesforce Systems Admin exam in May

**Digital Fundraising Volunteer** Aug 2020 - Dec 2020  
James Madison University

- Planned + implemented email and social media campaigns to fundraise for the Madison4Keeps scholarship
- Oversaw Facebook page for the scholarship fund through Facebook Business Manager
- Individually raised over \$20,000

**Rotational Office Intern** May 2020 - Aug 2020  
Loudoun Mutual Insurance Co.

- Created + updated infographics to display current CDC guidelines, ensured guidelines were maintained throughout the office (COVID 19)
- Managed databases and metadata
- Provided customer service regarding questions, comments, or concerns
- Increased flexibility by assisting multiple departments (Finance, Human Resource, Underwriting) when employees worked remotely

**Community Engagement Intern** Aug 2019 - Aug 2020  
New Creation

- Designed print + web promotional materials
- Assisted in planning and executing fundraising events
- Strengthened community outreach skills + customer service