

Kelsee Lawrence

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Bio

Senior at Eastern Washington University pursuing Bachelors in Marketing and Accounting as well as a Frontend Web Design Certificate. Four years experience with college athletics as a Varsity Sports Equipment Manager and an Assistant of Marketing and Fan Engagement. One year of experience managing social media accounts.

My Skills

Front-End Web Development | User Experience Design |
Responsive Design
Graphic Design | Content Creation

Education

B.A. - Marketing & Accounting 2021-2025 // Eastern Washington University

Certificate - Front-end Web Design 2021-2025 // Eastern Washington University

Work Experience

Social Media Intern *Karly Kay Designs* // March 2025 - Present

- Assist in social media marketing by creating content strategies, designing graphics, and researching trends.
- Developed cohesive brand identities and contributed to branding and design projects.

- Supported event planning by coordinating logistics, scheduling venue tours, and attending client meetings.
- Conducted lead generation research and implemented marketing strategies to attract clients.
- Managed administrative tasks, including scheduling posts and organizing content.
- Captured behind-the-scenes (BTS) content at events and client meetings.

Assistant of Marketing & Fan Engagement *Eastern Washington University* // September 2024 - Present

- Work games for football, volleyball, and basketball, oversee timeout, media breaks, and half time entertainment.
- Set up promotional materials, signage, sponsor displays, and fan engagement zones around venues.
- Distribute promotional materials, giveaways, and game-day programs.
- Collaborated with the marketing team to implement creative themes and special event days to drive attendance.
- Managed and created engaging content for the Women's Basketball Team, including designing birthday graphics, promotional visuals for special events (e.g., honorary coaches), and photo posts highlighting game results.

Lead Varsity Sports Equipment Assistant *Eastern Washington University* // April 2025 - Present

- Supervised and trained a team of equipment assistants, ensuring efficient operations and adhering to safety protocols while managing student responsibilities.
- Curated and managed engaging content for the Equipment Instagram & Twitter pages, featuring uniform and equipment showcases, staff introductions, and interactive video challenges to foster connection and engagement.
- Maintain inventories and storage of all varsity athletic uniforms and equipment. Fit, adjust, and clean uniforms and equipment and laundry services
- Oversee proper transportation, setup, and take down of equipment for home and away competitions
- Provided equipment aid to coaches and players during practice and games, interacting professionally with coaches,

staff, and student athletes.