

# Kelsee Lawrence

## Bio

## Education

### **B.A. - Marketing & Accounting**

2021-2025 // Eastern Washington University

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

## My Skills

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

## 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.

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