

Kinsey Ann Durham

201 29th St. Boulder, CO 80305 ♥ 505-249-0403
Kinsey.durham@colorado.edu ♥ kinseyanndurham.com

Education

University of Colorado at Boulder: Expected Graduation Date: May 2012

- B.S. Advertising (*Strategic Emphasis*) Major GPA 3.9; overall GPA 3.5
- Leadership Certificate from the Presidents Leadership Class, 4 year intensive leadership/ scholarship program that only accepts 50 scholars each year out of over 600 applicants
- \$10,000 AXA Achievement Scholar for New Mexico, (1 recipient per year)
- Published in, Design Editor for the CU Honor's Journal Board 2009-10

Experience

Moxie Sozo

Research and Strategy, Spring Semester 2011

- Performed brand audits that are presented to the top 3 directors at the firm
- Performed in depth research for four different clients in order to target audiences.
- Wrote the Packaging Strategy copy for the company
- Provided strategic direction for numerous clients such as Zuke's and Left Hand Brewery

University of Colorado Advertising Program, a2b Maymester Program

Intern, August 2010- Present

- Planning and helping with Career Workshops with Brad Karsh for 50+ students
- Preparing, planning, and implementing the a2b Maymester Program with Mindy Cheval (director of the program), which is a 3-week intensive advertising program with 50 students

Conflict Free at CU

Co-founder/ Co-president, August 2010- Present

- Implemented a multi-faceted advertising campaign that included social media, print, viral and presentations resulting in over 300 students signing a pledge & 50 joining the group

Beyond Credentials

Head Intern, November 2009- September 2010

- Developed and defined the marketing strategy for the Beyond Credentials network that now has hundreds of students on the site
- Created company pages for 5 different Fortune 500 Companies
- Led 2 focus groups with 6+ students to understand the website's target market

Griffin and Associates

Head Intern, 2006- August 11, 2009

- Assisted the CEO directly in planning the Mayor's Charity Ball where over 1,500 people attended and \$200,000 was raised
- Assisted in the implementation of the "Ditches are Deadly" Campaign that reaches 1 million people in the Albuquerque area
- Assisted in designing a brochure for Starline Printing that is distributed to around 300 businesses

Denver Metro Chamber of Commerce

Intern, Fall Semester 2008

- Organized the annual leadership retreat for the top 50 CEOs in the Denver-Metro Area
- Created presentations for the DMCC Foundation's CEO Awards Luncheon where over 250 people attended

* More work experience details available

Activities, Interests, Skills

- **Project Coordinator for the Advertising Club at CU**
- Extremely Active in Social Media: @kinseyanncu
- Highly proficient in Spanish
- Beads for Life Volunteer 2009
- Retired Home Community Volunteer 2009
- Interests include writing poetry, reading, hiking, rock climbing, and competitive knitting