

KELSEY BIXLER

CONTACT

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CAREER FOCUS

Ambitious student working toward a bachelor's degree in public relations and a minor in marketing. Possesses strong skills in leadership, public speaking, time management, communication and critical thinking.

EDUCATION

Auburn University
Aug 2014-Dec 2017
Major- Public Relations
Minor- Marketing
GPA: 4.0

SUMMARY OF SKILLS

- Outstanding interpersonal communication skills
- Collaborative team member
- Proficiency in AP style
- Hootsuite certified
- Budget management
- Adobe Premiere experience
- Project management
- Photography/videography
- Social media content development and research

EXTRACURRICULARS

- Panhellenic Director of Scholarship
- Auburn PRSSA/PRCA
- Lambda Pi Eta Honor Society
- Phi Kappa Phi Honor Society
- Delta Zeta sorority
- Tri Sigma Extension Team
- Delta Zeta Philanthropy Committee
- Delta Zeta's Greek Sing Team

WORK HISTORY

GREENVILLE SWAMP RABBITS, ECHL

GREENVILLE, SC | MAY 2017 - AUG 2017

- Marketing assistant in charge of community outreach projects, promotional idea generation and a college marketing outreach program.
- Public relations assistant in charge of social media content development, press release writing, videography, photography and non profit project management.

STUDY SOUP

AUBURN UNIVERSITY | DEC 2015 - DEC 2016

- Advertising and selling notes and study guides to classmates in order to promote the company name as well as helping students better understand class material.
- Sold a total of **383** downloads of notes and study guides as well as gaining **454** Study Soup followers.
- **Ranked number one** nationally on Study Soup's leader board during spring 2016.

MY GYM

AUBURN, AL | JULY 2015 - OCT 2015

- Promoted a new business to the Auburn community through local events and personal interaction with potential customers.
- Worked as a children's fitness instructor. Taught children the basics of gymnastics, balance, strength and the importance of a healthy life style.

EXPERIENCE

- **SOCIAL MEDIA-** Assisted content development for the Swamp Rabbits' social media pages. Increased website traffic by **247 percent** within one hour of community recap release. Increased average daily Pinterest viewers by **291 percent**.
- **PROJECT MANAGEMENT-** Directed Swamp Rabbits' involvement in United Way's School Tools Project. Managed campaign **budget of \$1,500**, wrote story board for promotional video, instructed on site shooting and edited footage to post on team's social media pages. Headed the Swamp Rabbits' **\$5,000 sponsorship** of a Ronald McDonald House respite room. Sketched room designs, planned furniture budget, wrote two press releases and coordinated with staff and **CEO of Greenville's Ronald McDonald House**.
- **MARKETING-** Created a college marketing outreach project for Swamp Rabbits' 2017-18 season. Involved reaching out to Greek life organizations to **increase group sales** by offering to match ticket sales with a donation to the sorority/fraternity's philanthropy.
- **ORGANIZATION-** **Panhellenic Director of Scholarship** in charge of overseeing all sorority academic chairs, organizing Scholarship Convocation, coordinating each sorority's award and announcing winners at the ceremony in front of over **1,000 collegiate women**. Entrusted with interviewing and choosing the recipients of **\$5,000** worth of Panhellenic scholarships.
- **PRESENTING-** Demonstrated strong communication skills through **public speaking** and interpersonal communication in order to promote philanthropy events for the Delta Zeta sorority.
- **PROMOTION-** Member of the Tri Sigma extension team in charge of promoting and **integrating a new sorority** on campus. Worked to promote over **200** new members.
- **LEADERSHIP-** Shows strong leadership skills as sorority parliamentarian. Nominated for **Panhellenic Woman of the Week** for hard work, willing spirit and ability to stand out among peers.