

# Carlyn M. Kelley

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## EDUCATION

B.A., Communication, Concentration: **Public Relations**; Minor: *Marketing*

Radford University, Radford, VA, May 2007

*Self-financed portion of university expenses*

## EXPERIENCE

### **Brotman-Winter-Fried Communications**

May 2006 – August 2006

*Intern*

Falls Church, VA

- Successfully exceeded client needs in delivering exceptional service in creating publicity materials, planning and executing special events, conducting market research, etc.
- Organized and assisted with management of VIP event for a restaurant grand opening
- Enhanced knowledge of the public relations industry by shadowing account executives and learning the inner workings of a leading sports and entertainment PR/Marketing firm

### **Cumulus Broadcasting**

May 2005 – July 2005

*Intern*

Radford, VA

- Brainstormed marketing strategies for radio station/client promotions
- Participated in promotional events and remotes
- Conducted research for promotional projects

### **Arlington County Detention Facility**

June 2004 – December 2004

*Intern*

Arlington, VA

- Created Microsoft PowerPoint presentation for instructional use by trainers to teach prison inmates life skills; provided autonomy to develop project materials on my own
- Used marketing expertise to design aesthetically pleasing information/pictures for incoming guests to observe

### **Wolf Trap**

July 2001 – August 2004

*Canteen Manager/Concessions Operator*

Vienna, VA

- Promoted to manager where responsibilities included monitoring inventory control levels, ordering products when necessary, and schedule employee work shifts
- Served as liaison with performing artists to ensure their needs were met during performances
- Utilized problem solving ability to resolve issues facing the department in a timely and effective manner
- Provided excellent service to patrons

## SERVICE LEARNING EXPERIENCE

- Volunteer, Arlington County Fair (assisted in execution of a major regional event)

## UNIVERSITY INVOLVEMENT

- Member, Sigma Kappa 2004 – Present
    - Served as Social Chair and Junior Panhellenic representative
  - Assistant to the Executive Vice President, Student Government Association (SGA) 2004 - 2005
  - Member, Public Relations Student Society of America 2006 - Present
  - Member, American Marketing Association 2007 - Present
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