

KELSIE NELSON

(701) 361-2663 | kelsienelson@gmail.com

EXPERIENCE

Customer Service Representative | Business Wire | 11/27/2017-Present

Worked on the sales team for initial prospect outreach. Organized media breakfast for the Greater Denver Area. Supported account executives, created reports within salesforce, and assisted customers with their digital outreach plan development.

Internal Sales Representative | Prime Time Acquisitions | 10/5/2017-10/25/2017

Worked large territory for business-to-business sales, generated for Quill through pitch and execution. Created sales reports, developed marketing plans and created solutions to meet individual needs for each account.

Account Executive| External Relations: Colorado State University| 08/2016-12/2016

Created digital campaign plans, developed media kits, and planned strategic social media plan for Semester at Sea. Saw an increase in campus and organization partnership awareness by 32% within two months, launched global snapchat campaign that garnered 10 times more engagement than expected, and increased voyage attendance by 15%.

Event Coordinator | RamPR | 08/16-06/17

Account Executive for the Colorado Women’s Hall of Fame. Constructed press releases, media pitches, and digital campaigns. Planned award ceremony event that exceeded attendance goal by 37%. Developed and maintained relationships with local organizations to generate an increase of 45% for event donations from previous year. Helped with all media outreach to local and national media.

Account Coordinator | M&C Communications | 11/2016- 07/2017

Refined market research skills, digital marketing tactics, and social media strategizing. Coordinated with out-of-state clients to create social media campaigns, blog posts, and online content. Developed engaging ways to garner news business within the digital spectrum.

SKILLS

- Communication
- Organization
- Word/ Excel
- Video Editing
- Event & Campaign Planning
- Social Media Strategy
- Microsoft Office
- Salesforce
- Online Writing
- Customer Service
- TrendKite
- Cision
- Social Media

EDUCATION

Bachelor’s Degree | Colorado State University

Journalism & Media Communications

Minor: Communication Studies