

Kelly A. Conway

6334 MidTowne Lane, Huntsville, AL 35049
Phone: 229-869-8263 | Email:Kaconway@crimson.ua.edu

Experience

Axis of Awesome | Tuscaloosa, Ala.

August 2012 to December 2012

A nationwide network of student agents

Marketing Intern /Neebo Brand Agent

- Worked with a campus partner to brand the Neebo name on the University of Alabama's campus
- Used promotional materials to encourage students to use the College Store powered by Neebo
- Created marketing strategies with a partner to effectively promote brand awareness
- As a result, textbook sales were increased at the College Store powered by Neebo

Health Hut | Tuscaloosa, Ala.

August 2011 to December 2012

A Student Health Center affiliate that strives to promote healthy living on campus

Promotional Intern

- Created slogans to promote healthy lifestyles to college students
- Distributed promotional materials for the Student Health Center
- Assisted students with information regarding the Student Health Center

Education

The University of Alabama; Graduation: May 2014

Bachelor of Arts in Communication

Major: Public Relations

Minor: Communication Studies

Clemson University

August 2010 to May 2011

Attended as a freshman on a cross country and track and field scholarship

Activities

PRSSA, Public Relations Student Society of America, 2011 – Present

Fundraising Committee, 2011 – Present

Be the Match Fundraiser

Liaison between the University of Alabama's PRSSA and a Be the Match representative.

Assisted in coordinating a bone marrow drive on campus

Added more than 100 potential matches to the national bone marrow registry

Solid Orange Squad

Group of student athletes at Clemson University that visits elementary schools to promote leadership skills

Skills

Expert: Writing, Social Media, Customer Service, Microsoft Office Applications

Knowledgeable: Adobe Photoshop, InDesign, and Illustrator

Honors

Phi Eta Sigma Honor Society, Dean's List, President's List, member of Alpha Delta Pi sorority, ACC Academic All-American, Steven G. Calvert Scholarship recipient