

# KELLY ROGAN.

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## SKILLS

Technical  
Proficient in AP and APA Style  
Microsoft Office Suite  
Adobe Creative Cloud  
Google Analytics, Cision, Hootsuite, Meltwater, Mayvien  
Social Media  
Instagram, Twitter, Facebook, Tumblr, Pinterest

## EDUCATION

Syracuse University  
S.I. Newhouse School of Public Communications  
Renée Crowne University Honors Program  
B.S. Public Relations, May 2020  
Minors: Marketing, Political Science  
Study Abroad: Florence, Italy Summer 2018  
GPA: 3.56, Dean's list

## INVOLVEMENT

Syracuse University Dance Team  
Division 1 dance team member  
Assumed leadership role by choreographing dances  
Large emphasis on community involvement  
EDGE and PRSSA  
Active member of public relations clubs  
Learn and apply public relations techniques

## CONTACT

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## EXPERIENCE

Public Relations and Communications Intern  
*September–December 2019*  
*Make-A-Wish Foundation of Central New York*  
Managed and created all social media content  
Planned and executed Macy's partnership events  
Wrote and distributed press releases  
Designed posters, Facebook cover photos, graphics  
and quarterly newsletters

Fashion Public Relations Intern  
*May–July 2019*  
*Michele Marie PR, New York City office*  
Spearheaded brand and influencer research  
Updated and maintained press and media lists  
Monitored media coverage of brands

Vice President of Public Relations and Marketing  
*October 2018–December 2019*  
*Phi Sigma Sigma, Pi Chapter*  
Created content for and managed the organization's  
social media channels  
Grew the Instagram account from under 1,000  
impressions to over 70,000 impressions  
Monitored over 200 members' social media accounts

Marketing and Web Design Intern  
*Summer 2019, 2018, 2017*  
*B&B Contracting Group LLC*  
Generated new business through marketing materials  
Edited copy and created content for the website  
Assisted with branding and web design

Marketing Intern  
*August 2018–May 2019*  
*Syracuse University Athletic Department*  
Engaged fans by planning and executing game  
day activities

Brand Ambassador  
*January–May 2018*  
*Express, Youth Marketing Connection*  
Placed fourth out of 26 national teams in terms of  
generating new sales and engagement  
Curated weekly Instagram posts, featuring Express