



VICTORIA P. KELLY

Creative Work | Communications | Copywriting

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vpkelly.wixsite.com/portfolio

Education

UNIVERSITY OF PITTSBURGH AT JOHNSTOWN

Bachelor of Arts (BA) in Professional Writing, *magna cum laude*
Minors in Communication + Art History

4

HONORS & AWARDS

6

CONFERENCE PANELS

Experience

ALPHA GRAPHICS IN THE CULTURAL DISTRICT

Creative & Technology Specialist

Design: Maintained daily project requests for a variety of clients in the form of creative and production design with tight deadlines and fast-paced proofing; performed 40% of daily projects for 2019; developed and maintained client sites for e-commerce

Marketing: Assessed, proofed, and wrote copy; collaborated on internal marketing projects for brand awareness; managed the company social media (grew accounts 30% in following and 40% in engagement); deployed and analyzed review management (expanded Google Rating from 7 to 40 reviews at a 5/5 rating)

Pittsburgh, PA
Jun 2018-Mar 2020

SPARQ DESIGNS

SEO/Content Copywriter

Wrote multiple blog posts monthly for various clients; curated and wrote site content utilizing keywords to support relevant searchability; adopted different a brand's specific voice and digestible technical terms; and researched industry topics

Pittsburgh, PA
Jun 2018-Jan 2020

81

WRITTEN PROJECTS

OPUS BUSINESS CONSULTING

HR Recruiter & Local Level PR Manager

Assisted in administrative responsibilities; managed internal communications; developed new social media content; filmed + edited video content; and executed candidate recruiting, scheduling, + hiring

Account Representative & Team Lead

Executed sales; represented a Fortune-500 client; interviewed representative candidates; tracked multiple forms of sales data; and managed sales quality meetings

Pittsburgh, PA
May 2017-Jun 2018

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VIDEO PROJECTS

FREELANCE MEDIA DEVELOPMENT

Online Media & Marketing Consultant

Developed websites; wrote web content; managed media campaigns; and created marketing materials + graphics | Organizations Include: Magee Plastics Company, PrimeLending, North Hills Newcomers & Friends, + The Groom Stop

Pittsburgh, PA
Aug 2016 - May 2019

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WEBSITES

CONEMAUGH HEALTH SYSTEM | *Marketing and Communications Intern*

Created social media content; developed print media + internal communications; edited web content; assisted in events; reported Google analytics data; and compiled physician + patient data for physician relations using pivot tables

Johnstown, PA
Jan 2017 - April 2017

COMMUNITY FOUNDATION FOR THE ALLEGHENIES | *Marketing and Public Relations Intern*

Developed program ads; wrote online news stories; edited print media; revised webpages; created catalogs + brochures; and built templates

Johnstown, PA
Aug 2015 - Dec 2015

Google Ads Certified, Adobe Creative Suite Expert, Google Analytics Proficient

VK

Full examples of some of the work I can provide can be found within my portfolio

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