

KELSEY ANDERSON

SUMMARY

Experienced Marketing Coordinator with a demonstrated history of working in the Adobe programs: Photoshop, Lightroom, InDesign, Illustrator and Premiere Pro. Strong marketing professional with a Bachelor of Fine Arts (B.F.A.) focused in Digital Filmmaking & Video Production from The Illinois Institute of Art-Schaumburg.

EMPLOYMENT

BARISTA, STARBUCKS

ELGIN, IL 8/14/2017- PRESENT

MARKETING ASSOCIATE, SMITHGROUPJJR INC.

CHICAGO, IL 3/7/2017-4/28/2017 (TEMPORARY POSITION)

- Designed, edited, printed and bound proposals, qualification packages & brochures for client meetings
- Point person for Chicago Park District Qualifications package. I had to gather information from 12 people which included 60 pages of forms, firm overview, sustainability statement, licenses & insurance, 7 project sheets and must be notarized.
- Took pictures of events, meetings and tours happening around the SmithGroupJJR office
- Tailored individuals resumes per assignment
- Design and edit group PowerPoints for interviews with clients

MARKETING COORDINATOR, SUBARU INDUSTRIAL POWER PRODUCTS

LAKE ZURICH, IL 2/2015-8/2016

- Project Manager from March 2015 to August 2016 for Customer Dealer Portal. Worked with five outside companies to complete the project
- Designed print ads for nationwide magazines
- Updated and re-designed brochures given to dealers, distributors and end users
- Updated website with current product pictures and new information
- Product photography in studio and on location
- Managed social media accounts on behalf of Subaru Industrial Power Products
- Communicated sales team ideas and projects to various internal departments and also to the parent company, Fuji Heavy Industries, located in Japan

INTERN, BURLINGHAM PRODUCTIONS;

EVANSTON, IL 9/2013-12/2013

- Edited and color corrected stock footage clips
- Upload, keyword and tag to stock footage sites

SKILLS

PHOTOGRAPHY

PORTRAITURE
PRODUCT
PHOTOJOURNALISM
PHOTO EDITING
COLOR CORRECTION
SCHEDULE SHOOTS

VIDEOGRAPHY

SCHEDULING & MANAGING GROUPS
STORYTELLING & CONCEPT
EDITING (LINEAR & NON LINEAR)
COLOR CORRECTION
CREATE OUTLINES,
VISUAL TREATMENTS & SCRIPTS
WORK WITH CLIENTS TO FIND THEIR
WANTS & NEEDS

SOFTWARE

INDESIGN
PHOTOSHOP
LIGHTROOM
ILLUSTRATOR
PREMIERE PRO
POWERPOINT
WORD
EXCEL
PREZI
TRELLO
MAC & PC PLATFORMS

EXPERIENCE

VARIOUS FASHION PHOTO SHOOTS

KELSEY ALYSE ANDERSON NOV 2014–JAN 2015
Photographer & Editor

SOMEDAY OFFICIAL MUSIC VIDEO

BEAUTIFUL DRIFTER SEPTEMBER 2014
Director, Producer, Camera B Operator & Editor

MISSION VIDEO

ENVISION INNOVATION JUNE 2012
Line Producer & Production Assistant

TRAINING VIDEO

RECORDATI RARE DISEASE NOV 2013
Production Assistant & Editor

SHORT DOCUMENTARY

SUMMERFIELD ZOO AUGUST 2013
Producer, Camera Operator & Editor

SHORT DOCUMENTARY

HARPER BRUSH CUTTING NOVEMBER 2012
Camera Operator & Producer

ACHIEVEMENTS

WINNER–BEST IN SHOW

ARTIMATION 15 OCTOBER 2014
Someday – Official music video

FINALIST

ARTIMATION 15 OCTOBER 2014
Demo Reel 2014

HONOR ROLL

THE ILLINOIS INSTITUTE OF ART–
SCHAUMBURG
SEPTEMBER 2010–SEPTEMBER 2014
GPA 3.7 out of 4.0

FINALIST

ARTIMATION 14 OCTOBER 2013
Summerfield Zoo – A short documentary showcasing
the animals at Summerfield Zoo in Belvedere, IL.

WINNER–BEST STORY & BEST EDITING

ARTIMATION 13 OCTOBER 2012
Varied – A short film that was made for the
Sigur Ros Music Video Contest.

EDUCATION

THE ILLINOIS INSTITUTE OF ART–SCHAUMBURG;
SCHAUMBURG, IL – BACHELORS OF FINE ART IN DIGITAL FILM & VIDEO PRODUCTION, 2014

VOLUNTEER EXPERIENCE

FRONT DESK VOLUNTEER & HEALTH BUS VOLUNTEER, THE NIGHT MINISTRY
CHICAGO, IL DEC 2016–PRESENT

- Answer calls, help answer questions, welcome donators, and stuff mailings
- Enter volunteer hours into Volgistics
- Verify and log volunteer hours into excel spreadsheet for government grants
- Organize and move donations to various locations