

Kelsey Cummins

Norman, OK | 580.302.2565 |
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Education

University of Oklahoma, Norman, OK
Expected Graduation May 2022

Bachelor of Mass Communication in
Public Relations

Minor: Entrepreneurship

GPA: 3.79/4.0

Additional Skills

- Project Management Skills
- Content Creation
- Digital Marketing
- Critical Thinking
- Active Listening
- Communication Skills

Get In Touch With Me

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Website: kelseybcummins.wixsite.com

Facebook: @kelseycummins

Twitter: @cummins_kelsey

LinkedIn: linkedin.com/kelseycummins

Profile

I am a responsible, driven and hardworking student striving to become a successful, life-long learner.

Work Experience

Marketing Management Internship

Stem Hair and Body Salon | June 2021 - Present

- Create and plan daily social media content
- Developed holiday promotional campaign
- Attend weekly team meeting

Social Media Marketing Internship

Soak | June 2021 - August 2021

- Designed daily social media content
- Strategized with team to design branding, advertising, and marketing materials
- Developed press releases, content calendars and celebrity PR lists

Marketing Manager

Omni Lux Med Spa | Dec 2021 - Present

- Initiated a full rebrand for medical spa
- Developed a social media marketing plan
- Created and designed marketing materials including print, digital and social media.

Leadership + Involvement

- Current member of Kappa Kappa Gamma
- Alpha Lambda Delta Honor Society 2019 - present

Honors + Achievements

- Dean's Honor Roll (4 semesters)
- English 1213 First-Year Composition Writing Award Nominee



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Personal References

Kim Ingram

Employer

Kelley Jewelers

Retail

kimberlyingram@sbcglobal.net

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(580) 772-3113

107 W. Main Street, Weatherford, OK, 73096

Teagan Dorsey

Employer

Omni Lux Med Spa

Marketing

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Madison Fournier

Employer

Soaak Technologies Inc.

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