

KELLIE NATTRESS

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EDUCATION

University of North Carolina at Chapel Hill
Hussman School of Journalism and Media
BA Dec. 2020 (Advertising and Public Relations focus)

Relevant Coursework:

Digital Storytelling
Writing and Reporting
Cause Communications
Public Relations Research and Writing
The Art + Craft of a PR Professional

RELEVANT EXPERIENCE

Social Marketing Intern • Orange County Health Dept. • 6 mos.

- Pitched creative social marketing campaign with team to promote COVID-19 safety in local community
- Designed 6+ captivating and digestible infographics for social media and flyers
- Utilized marketing mix of product, place, promotion and price
- Conducted surveys, focus groups, interviews and research, analyzed + applied data

Communications Assistant • UNC Center for Urban Studies • 6 mos.

- Conducted interviews, shot and edited video, wrote blog articles with quotes for publication
- Managed email list and social media pages
- Reached out to potential partners in local community with shared values
- Developed new content for website, including visual graphics

Public Relations Intern • 3D Women • 6 mos.

- Created 5+ uplifting graphics for women on Facebook and Instagram
- Designed 3 event flyers to fit brand image
- Conducted communication audit and SWOT analysis with team
- Wrote and edited e-releases, speeches, fact sheets and news articles with quotes

Staff Writer • The Daily Tar Heel • 2 yrs.

- Attended weekly sporting events at UNC, took detailed observational notes
- Prepared creative questions, interviewed athletes and coaches effectively in press conferences
- Creatively wrote 15+ quote-based stories that were published on the website and in print
- Communicated and worked effectively with editors and sports information directors

SKILLS

- Attention to detail
 - Creative thinking + writing
 - AP writing + grammar
 - Social media management
 - Adaptability
 - Graphic design
 - Reliability
 - Press releases
 - Communication
 - Content creation
 - Microsoft/Adobe Suite
 - SEO basics
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