

KELLY REID

S O C I A L M E D I A & M A R K E T I N G S P E C I A L I S T

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PHILADELPHIA, PA 

EDUCATION

**MBA/MARKETING
DIGITAL INNOVATION**
Temple University
2016-Present
(online program)

**BA/ADVERTISING
ACCOUNT MANAGEMENT**
Temple University
2009-2013

SKILLS

>> PROFESSIONAL

Social Media

Marketing

Advertising

Branding

Content Creation

EXPERIENCE

SOCIAL MARKETING STRATEGIST

QVC / West Chester, PA / March 2015 – Present

- Manages content strategy for both paid and organic social posts
- Develops and executes social media campaigns for QVC key initiatives
- Maps out social media calendar to share content plans within the internal organization
- Attends large scale events to post in the moment and relevant content
- Provides insight on vendor content creation to be infused throughout QVC social platforms

SOCIAL MARKETING / ECOMMERCE COORDINATOR

QVC / West Chester, PA / March 2014 – March 2015

- Managed toGather's editorial and stories calendar so that content is relevant and on trend
- Helped to plan and execute new Today's Special Value tests on QVC.com
- Set an example of quality stories by producing personal DIY projects to engage the customer
- Practiced leadership to vendors and social host team by training in storytelling and content creation
- Provided concept ideas for weekly email newsletters, and arranged products to tell a story
- Expanded job title by providing assistance in Facebook, Twitter, Instagram, and Google Plus posts
- Thought through campaigns holistically, considering all social platforms

JEWELRY INTERN

VOGUE, Conde Nast / New York City / December 2012 – January 2013

- Acted as an assistant to the jewelry editor
- Communicated with PR coordinators from various designers to pull jewelry for upcoming photoshoots
- Organized and shipped jewelry carnet, consisting of over 600 pieces total
- Compiled and documented credit information for pieces used in the magazine

SKILLS

>> TECHNICAL

Facebook + Twitter + Instagram

Mac & PC Operating

Hootsuite

Adobe Creative Suite

Powerpoint

Lithium

PORTFOLIO

Facebook.com/qvc

Instagram.com/qvc

Pinterest.com/qvc

Gather.qvc.com

EXPERIENCE (CONTINUED)

MARKETING & SPECIAL EVENTS INTERN

Nicole Miller & MKD & Associates / Philadelphia, PA / August 2012 – December 2012

- Assistant Special Events Director in planning events such as Philadelphia's first Fashion's Night Out
- Executed and managed a blog, *Notes from the Bellevue*, for over 14 vendors at the Bellevue Philadelphia
- Shared oversight of social media updates
- Participated in securing press and pitching stories as assigned
- Wrote press releases for future events

MARKETING & SPECIAL EVENTS INTERN

TEEN VOGUE, Conde Nast / New York City / May 2012 – August 2012

- Managed Back-to-School Saturday social media campaign upon request from Publisher, reaching over 1 million people
- Presented social media deck to 100+ Conde Nast interns to promote upcoming program
- Coordinated and executed tasks for several TEEN VOGUE events with Special Events Director; including contacting TEEN VOGUE It Girls, researching gift options, and developing program for distribution at events
- Participated in brainstorming 2013 marketing initiatives during TEEN VOGUE's National Sales Meeting
- Acted as the intern blogger for teenvoguefashionu.com to raise awareness and promote Fashion University events

ADVERTISING SALES INTERN

Philadelphia Magazine / Philadelphia, PA / September 2011 – December 2011

- Compiled list of advertisers for a location based magazine in the Philadelphia area to begin client outreach
- Updated and created media kits by request of Account Executives
- Edited advertisements and promotion materials on a weekly basis

REFERENCES



CHRISTINE STERN

VP OF SOCIAL MEDIA

Brooklyn, NY
856-261-0978
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MARY K. DOUGHERTY

OWNER, MKD & ASSOCIATES

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