

KellieAnn Halvorsen

Strategic Communications
Be Creative • Be Bold • Be Inspiring

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RELATED EXPERIENCE

KSL Newsradio – Salt Lake City, Utah September 2018- Present
Associate Radio, Podcast, and Special Projects Producer

- **The Movie Show Producer;** provides production, content, and promotional support for “The Movie Show” radio and digital formats including: **content curation and creation:** news, articles, audio editing, graphics, and podcast. **Production planning, guest and talent interactions. Marketing and audience growth efforts.**
 - *Launched The KSL Movie Show Club;* expanding our direct social interactions with our audience through a Facebook group, events, texts, and more. (2019)
- **Special Projects and Launching Producer:** Your Voice Your Vote with Boyd Matheson, 2018. Doug Wright Specials: Golden Spike 150, 2019 and The Fighting Preacher, 2019. Producer KSL Nights with Todd Fooks, 2019. Launching Producer of Inside Sources with Boyd Matheson, 2019 Relaunch/Rebranding Producer: The Greenhouse Show, 2019
 - **General Conference Specials Assistant Executive Producer,** Fall 2019 & Spring 2020.
- **Talent – Special Guest & Guest Host:**
 - **KSL Newsradio’s Fan Effect Podcast:** Provide a strong female voice for all things fandom; particularly Disney, DC Comics, Warner Brothers, and film discussions.
- **On-Call Producer;** Provides on-call support for radio, news, administration, and podcast production.

Mills Publishing Inc. – Salt Lake City, Utah June 2017-July 2018
Publishing, Sales, and Administrative Assistant

- **Provided administrative support to president, sales team, & art department;** prepared documents, assisted with editing/layouts, proposals, and office tasks. *Enabled coordination between teams for deadline-driven publication process.*
- **Corresponded with clients/public physically and digitally** through sales letters, advertising proposals, e-mails, phone calls, social media/marketing posts, and more. Marketed advertising opportunities and publications through targeted content creation. *Cultivating a relationship with clients and the public.*

Strategic Communications Specialist - Utah Sept. 2015-Present
Freelance and Contract Work

- **Communication advice/training, design, content creation and implementation** for small business clients and individuals. *Helping artists create materials and learn the skills to promote their passions.*
- **Content Writer and Coordinator for NOW CFO / Better Accounting – Murray, Utah (July 2018- October 2018)**
 - Researched/wrote/edit/coordinated the distribution of marketing, informational, social, and other content. *Unifying the voice of the company both internally and externally.*
 - Collaborated with corporate management, marketing, HR, and multi-state offices; *for the circulation of timely and accurate content on a deadline-driven calendar.*
- **FanX Salt Lake Comic Convention Fall 2019 special guest and panelist.**
 - *Pitched and Moderated own panel; The Life-Changing Magic of Embracing your Inner Geek.*

Riverton Arts Council – Riverton, Utah Sept. 2011-March 2017
Communications, Public Relations and Production Volunteer/Intern

- **Designed/dispersed communications, marketing, publicity, PR, and originating website designer/manager;** for several large-scale productions a year, city events, and various special events and programs. *Facilitated communications between all parties, increasing audience base and allowing for more successful productions.*
- **Physically represented the RAC at events and programs** including ticket sales and audience liaison. Planned and managed RAC booths; coordinating volunteers, activities, and materials to help *establish and promote the arts in the community.*

EDUCATION

The University of Utah – Salt Lake City, Utah Dec. 2016
Bachelor of Science in Strategic Communications GPA: 3.95
(A blend of marketing, writing, and media creation skills for the modern-multiplatform world)

Salt Lake Community College – Salt Lake City, Utah May 2015
Associate of Science: Mass Communications Technology GPA: 3.87

Highlighted Coursework

- Writing for Strategic Communication
- Marketing, Branding, & Rhetoric
- Media Creation/Management
- Public Relations Internship: 2016
- Social Media Tools & Strategy
- Mass Communication Law
- Editing: writing, media, & digital
- Quantitative Research
- Website design
- Visual design
- Film Production
- Photography

PROFESSIONAL SKILLS

- **Creative and business software:** Microsoft Word Office Suite, Adobe Creative Suite, Dropbox, Google Suite
- **Publishing and proposal software:** Magazine Manager, ACT!, PressCable, NewsBoss, Lybsyn, Omny
- **Writing/editing/visual design:** Associated Press, journalistic, marketing, internal/external, InDesign, Photoshop,
- **Website design and management:** HTML and CSS coding, WordPress, homestead, 1&1
- **Social media campaign management:** HootSuite, MailChimp, PromoRepublic, Social News Desk, built-in tools
- **Quantitative/qualitative research:** Qualtrics, SurveyMonkey, social media tools/insights
- **Publishing:** print/books, digital/online, magazines/trade journals, programs/playbills, and more
- **Videography and Photography, Film, Audio, and Theatrical Production**

ACHIEVEMENTS AND VOLUNTEERING

- *"The Life-Changing Magic of Embracing your Inner Geek," Fanx panel Moderator* Fall 2019
- *"Travels with President Nelson: Touching the Hearts of Church Members Around the World"* Fall 2019
- *"Support Creighton's Fight Against ALS,"* Communications Manager, GoFundMe Campaign Fall 2018
- *"Annie,"* Assistant Director, Riverton Arts Council Spring 2017
- *"Look Up!"* Student Documentary, Producer, Salt Lake Community College Spring 2015
- *"Into the Woods,"* Assistant Director, Riverton Arts Council Summer 2014
- *"Ellie the Drama Princess: A Child's Introduction to the Theater Process,"* self-published Summer 2013
- *"Folio,"* Several short stories and prose, Salt Lake Community College 2010-2013

Dear Recruiting Team,

You should hire me, or at least interview me for a position. And while I am perfectly capable of jumping through loops and formatting a proper self-promoting cover letter with embedded keywords showing I have researched your company and this role; I ask you instead to consider the following points as my cover letter:

- **I AM EDUCATED:**
 - A **Bachelors in Strategic Communications** + an **Associate in Mass Communications Technology** = A blend of marketing, writing, and media creation skills for the modern-multiplatform world.
- **I AM A HARD WORKER:**
 - **I Graduated top 2% of my class;** while working/managing my own private business, writing/selling my children's book, interning, participating in a mentor project, and volunteering heavily in events/theatrical production with my local arts group.
- **I AM EXPERIENCED:**
 - I love communications work so much **I did it for fun for years** before turning it into a career.
- **I AM AN ORGANIZED PLANNER:**
 - **I dissect large projects into manageable chunks on a prioritized timeline.** I make choices, solve-problems, and most importantly: **I GET THINGS DONE.**
- **I THRIVE IN CREATIVE TEAMS:**
 - **I understand and respect the hierarchy (and madness) of creative teamwork** and work well at all levels to accomplish goals; in an office, on stage, and in the classroom.
- **I LIKE TO HELP PEOPLE:**
 - **I do not seek glory for myself,** but to help others in order to create something wonderful.
- **I LOVE TO LEARN:**
 - **I am a fast and ambitious learner.**
- **I DON'T LIKE WASTING PEOPLE'S TIME:**
 - I strive to be an effective communicator in all situations. **Like this cover letter.**

Thank you for your time and consideration,

