

Erin Kell

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EDUCATION

Iowa State University – Ames, IA

B.A. in Advertising, minor in Psychology

September 2020 – May 2024

- Dean's List, GPA & Generational Scholarships

PROFESSIONAL EXPERIENCE

Teero - Onboarding Specialist

January 2025 – Present | Lake Elmo, MN

- Conduct intake interviews with hygienists and assess company fit
- Educate candidates on company offerings and benefits

The Bees Knees - Sales Associate & Head of Creative Content

August 2024 – Present | Hudson, WI

- Manage day-to-day retail operations and customer service
- Lead social media content creation for Instagram & Facebook
- Increased store traffic using promotional content and tracking KPIs

Kell Dental Arts - Creative Director

September 2024 – Present | Hudson, WI

- Develop digital and print marketing materials
- Boosted patient engagement with targeted social content strategies and tracking KPIs

Langei Edge - Social Media Director

October 2024 – Present | Remote (Hudson, WI & Grand Forks, MN)

- Lead content strategy and creation for brand services
- Track and optimize engagement metrics (CTR, link clicks, boosted posts)

Martha's House of Hope - Marketing Intern

May 2023 – August 2023 | Ames, IA

- Managed website, newsletters, and social media
- Supported gala planning that raised over \$30,000
- Partnered with local businesses for donor engagement

PORTFOLIO: <https://www.erinkell-portfolio.com/>

here you can find all my recent artwork and research.

RELEVANT COURSEWORK PROJECTS

Rhythms of Grace – Media Planner (ADVRT 434)

Fall Semester 2023, Iowa State University, Ames, IA

- Led media planning and data strategy for a real client IMC campaign
- Analyzed audience data to inform media choices and messaging
- Coordinated client communications and planning presentations

Jack Link's – Researcher (ADVRT 336)

Fall Semester 2022, Iowa State University, Ames, IA

- Built target audience profiles and strategic messaging insights
- Aligned campaign goals with audience research and analytics

TECHNICAL SKILLS

Software – Adobe Suite, Canva, Wix, Microsoft Office, Google Workspace, Ekyros CRM

Core Skills – Social Media Strategy, Content Creation, Marketing Research, Project Coordination, Client Communication