



Emer Kelly

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St Pete, FL

emerkelly.com

Professional Experience

Mighty Tiny

2014-Present

Owner

I work with a variety of clients from startups and solopreneurs to large corporations and Fortune 500 companies. Clients have included Gilead Sciences, Forrester Research, Coloured Raine Cosmetics, Ricky's NYC, and the Sierra Nevada Corporation. Under the marketing umbrella I have taken on a number of roles from graphic design, branding and website building, to ad strategy and SEO, to leadership and project management. I work solo, and also work and contract with agencies. Agencies I currently work with are *BKW Partners* in San Francisco, *Red PR* in New York, and *Polished Digital* in Orlando.

Asolo Repertory Theatre

2012-2014

Media Associate

I managed the theatre's social media campaigns, emails, and web presence. I designed print media, digital media and merchandize. I created and edited television ads, teasers and webisodes. I worked with a team to devise marketing strategies for various shows and outreach programs.

Emer Halpenny School of Drama

2006-2012

Marketing Specialist

Responsible for the school's social media presence, and creating marketing materials such as mailers, posters, and programs.

Pro Bono Experience

Suncoast Rise Above Plastics Coalition

2017-Present

Communications Coordinator

I built and maintain the Coalition's website and social media presence. I created and continue to create their branding, and brand materials. I'm responsible for the Coalition's connection with its volunteers through emails, digital media and personal outreach. I also served as chair for 1 year, and as-such as was responsible for all internal communicationa within the 18-member coalition. I lead internal and external meetings, spoke with the press, and ensured that projects were coordinated, member goals were being reached, and lead the steering committee. I have lead successful campaigns to change legislation re. straws and styrofoam in St Petersburg, and been a team member for similar successful campaigns in Largo and Sarasota.

EDUCATION

University of Dublin Trinity College

2008-2012

BA Drama and Theatre Studies

focus in media production and multi-media performance

BA Classical Civilisations

Greek and Roman history, philosophy, and arts.

Languages

English: Native

Irish (*Gaelic*): Fluent

French: Basic

SKILLS

Adobe Design Suite, Sketch +++++

Social Media +++++

Copywriting +++++

SEO +++++

Shopify +++++

Illustration +++++

Project Management +++++

E-mail marketing +++++

Analytics (Google, Moz, etc) +++++

Video Editing +++++

PHP, JS, HTML, LIQUID ++

REFERENCES

BKW Partners

Founder, Barak Kassar
barak@bkwpartners.com
415-225-7650

Polished Digital

Founder, Kate Frost
Kate@polisheddigital.com
407-760-8072

Up Your Creative Genius

Founder, Patti Dobrowolski
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206-618-1030