

Kelly Fagan

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<https://sites.google.com/view/kellyfagan/home>

EDUCATION

University of Massachusetts Boston, Boston, MA

Dec 2021

- Bachelors of Science in Management with Marketing concentration
- GPA 3.9, Dean's List, Krystle Campbell scholarship recipient

INTERNSHIPS

Physical Therapy and Sports Rehab, Norwood, MA

May 2020-Current

Marketing Intern

- Collaborate with business owner on best marketing strategies to attract new patients
- Create digital advertisements for company using Facebook Ad Manager, Constant Contact etc.
- Edit film and photo media to then utilize in Facebook ads, posts, and emails

WORK EXPERIENCE

University of Massachusetts Boston, Boston, MA

September 2019 - Current

Stewardship Communications Assistant

- Design and implement direct mail donor appreciation campaign
- Utilize online services such as Canva, Adobe, and Microsoft to create digital and printable media
- Organize and enter data into contact reports, mail merges, and excel sheets
- Manage the planning of alumni and donor events to ensure best experience for donors

Crescent Ridge Dairy Farm, Sharon, MA

March 2018 - June 2019

Retail Associate

- Memorized various product types and customer orders at once to maintain production efficiency
- Recommended products to customers to provide optimal satisfaction
- Facilitated preparation and deliverance of products to customers

Lifetime Fitness, Westwood, MA

May 2018 - September 2018

General Operations Team Member

- Coordinated daily cleaning of club
- Provided customer service to club members on a daily basis

Canton Town Pool, Canton, MA

May 2016 - August 2016

Retail Associate

- Conducted market research on when sales were highest and in what products
- Provided requested food products to customers while also conducting cash register transactions
- Interacted with a diverse customer base appropriately

SKILLS

Microsoft Office & Google services; Word, Excel, PowerPoint, and Google equivalents

Digital media services; Canva, Constant Contact, Instagram, TikTok, Facebook, Adobe

Digital photography and photo editing