

KELSEY COLLISTER
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EDUCATIONAL BACKGROUND

Loyola University Chicago, Chicago, IL

B.A. in Advertising and Public Relations with Philosophy minor, expected May 2012

PROFESSIONAL SKILLS

- Wrote press releases, media alerts, letters from the C.E.O., talking points for speeches,
- pitch letters and developed a PR campaign for a PR course at Loyola University.
- Presented our American Express advertising campaign to executives from various advertising agencies for an advertising campaigns class at Loyola University.
- Designed a media plan for a photography equipment company for a media planning class.

RELEVANT EXPERIENCE

Tribune Co., editorial intern

Jan. 2011-Present
Chicago, IL

- Wrote a features story titled "Have a romantic, stress-free Valentine's Day" which was published on 10 websites including the *Chicago Tribune* and the *LA Times*.
- Utilized my editorial knowledge when designing photo galleries for ABC's show "The Bachelor" which was featured on *Chicago's Tribune* entertainment webpage.
- Advanced my technological skills using Adobe Photoshop, P2P and Assembler to create photo galleries, stories, video galleries and more.

Cision US Inc., media researcher

Aug. 2010-Jan., 2011
Chicago, IL

- Entered newspapers' and magazines' editorial calendars into a reference data system.
- Selected the appropriate topics for each issue of a publication that related to the description provided in the editorial calendars.
- Chose the appropriate editor from each publication for clients to contact.

Evanston Now, reporter/photographer

May 2010-Aug. 2010
Evanston, IL

- Interviewed the city clerk, an alderman and Evanston residents to discover their opinions regarding the Freedom of Information Act laws in Illinois.
- Photographed graduates, faculty and family members at Northwestern University's 152nd Commencement Ceremony held in Ryan Park.
- Reported on various events taking place in Evanston including a police awards ceremony, a garden fair and a falcon banding.

UR Chicago, freelance reporter/photographer

June 2010
Chicago, IL

- Secured press passes for the She and Him concert in Millennium Park on June 7, 2010.
- Photographed Zooey Deschanel, Matt Ward and other band members during their performance at Jay Pritzker Pavilion.
- Researched the band's past performances and spoke to fans in the audience to write an interesting and knowledgeable concert review.