

Kelsey Elizabeth Dyer

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Conscientious, hard-working individual with experience in marketing and communication, international perspective, and athletic leadership

EDUCATION

College of Charleston Charleston, South Carolina *August 2014 – Present*
Bachelor of Science Degree in International Business *Expected Graduation: May 2018*
Double Minor in Communication and Spanish

- National Society of Collegiate Scholars, Golden Key International Honors Society, Phi Eta Sigma Honors Society
- Development Sailing Team (Skipper)
- Alpha Delta Pi Sorority
- Current GPA: 3.5

MARKETING EXPERIENCE

Havas Manhattan, New York *June 2017 – August 2017*
Information Technology and Facilities Intern

- Updated, managed, and implemented seating and information directory of over 1,200 employees for international advertising and media firm using OfficeSpace facilities management software
- Beta user for Havas IT's implementation of IBM Watson Workspace, a team collaboration tool

New York, New You Fitness Company Brooklyn, New York *May 2016 – September 2016*
Marketing and Media Assistant

- Constructed and edited web page content and designed media kits
- Researched and initiated relationships with prospective clientele

College of Charleston Charleston, South Carolina *January 2015 – May 2015*
Sailing Team Marketing and Media Manager

- Managed multiple social media platforms to market the College of Charleston Sailing Team
- Connected with alumni and partnerships, designed web pages using WordPress, and photographed team events

Valley Die Cutting, Inc. West Orange, New Jersey *January 2012 – June 2012*
Production Assistant

- Worked closely with production team to increase sales and assist staff

INTERNATIONAL EXPERIENCE

Semester at Sea *September 2016 – December 2016*
Study Abroad Program

- Spent four months living and learning aboard a ship with 400+ international faculty and students
- Germany, Greece, Italy, Spain, Morocco, Senegal, Brazil, Trinidad, Panama Canal, Peru, Ecuador, and Costa Rica

The History and Sociology of English Football *February 2015 – March 2015*
Freshman Year Experience – Study Abroad Program

- Examined the role of football within English culture, politics, social conflict and social change
- London, York, Manchester, and Nottingham

ADDITIONAL EXPERIENCE

Sailing Instructor New Jersey *June 2013 – August 2016*
Toms River Yacht Club, Mantoloking Yacht Club, and Seaside Park Yacht Club

- Instructed young students ages 7-13 individually and in groups, using various teaching methods such as lectures, discussions, and demonstrations to teach both basic and highly competitive sailing

ACTIVITIES

Community Service Initiatives: Charleston Fashion Week 2017, Houses to Homes Guatemala Mission Trip 2014, Habitat for Humanity, Ronald McDonald House, Christ the King Youth Ministry, Assistance at Sunrise Senior Living, Volunteer Soccer and Lacrosse Coach