

MARESA KELLY

she/they

CONTACT

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☎ 317-519-5952

🌐 www.maresakelly.com

🌐 www.linkedin.com/in/maresakelly

TECHNICAL SKILLS

Adobe Suites 

Microsoft Suites 

Email Marketing 

Graphic Design 

Writing 


Branding 

SOFT SKILLS

Public Speaking 

Creativity 

Adaptability 

Collaboration 

Curiosity 

INTERESTS

🌿 Plants

📖 Reading

🎭 Theatre

🧘 Yoga

RELEVANT EXPERIENCE

Program Manager

Public Allies | New York, NY (Remote)

November 2021 - July 2022

- Cultivated digital marketing strategy through development of exciting and engaging content used across social media platforms
- Developed toolkits, webinar content, other marketing collateral to recruit external partners
- Organized weekly workshops centered around professional development, bias and inclusion training, and asset-based community development initiatives for AmeriCorps fellows
- Provided individual and group coaching sessions, and cultivated leadership through a social justice lens to maintain a minimum of 85% fellow retention

Talent and Marketing Specialist

TMap | Indianapolis, IN

December 2019 - February 2021

- Produced marketing collateral including social media content, email messages, and digital ads
- Generated recruitment-oriented strategies and conducted lead-generation analysis
- Managed technical tools including WordPress, HubSpot, and MailChimp to ensure brand consistency through automation
- Collaborated between Product, Talent, and Marketing teams to support cross-functional programs

Marketing and Communications Intern

The International Center | Indianapolis, IN

August 2019 - December 2019

- Lead organizational rebrand and created updated brand guidelines
- Developed monthly social media strategies to strengthen brand awareness
- Maintained Instagram, LinkedIn, Facebook, and Twitter accounts
- Produced the bi-monthly newsletter and served as editor for The Center's blog
- Designed and developed external marketing materials such as press releases and one-sheets

Marketing and Events Coordinator

Marian University | Indianapolis, IN

September 2017 - May 2019

- Assisted in planning university fundraisers and managed donor relations
- Created internal and external marketing materials using Adobe and Microsoft Suites to manage institution social media accounts
- Selected and designed promotional materials and give away items

EDUCATION

Bachelor of Arts, Communication

Marian University | Indianapolis, IN

Minors: Gender Studies, Global Studies, Peace and Justice

Summa Cum Laude, Dean's List, Student Body Vice President

AWARDS & ACCOLADES

Orr Fellow

2019 - 2020

Selected from a pool of 1,200 applicants (4% acceptance rate) to be matched with a partner company in a full-time capacity

Featured Artist

2022

Photography and writing materials were selected to be featured on Public Allies social media and fundraising materials

INDEPENDENT WORK

Photographer

Maresa Eileen Photography

2017 - Present

Photograph large scale corporate events, weddings, headshots, and more

Copywriter

Freelance

2021 - Present

Produce website, blog, product, SEO, and social media copy for clients