

London Kelley

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EDUCATION

University of Utah

May 2025

- B.S. Communication, strategic communications emphasis
- B.S. Political Science
- 3.8 GPA, Dean's List
- Relevant course: Integrated Marketing Communication, Prof. Editing and Design, Writing in Strategic Communication, Intro to Web Design

EXPERIENCE

Social Media/Communications Intern – Northbound Strategy

November 2024 – Present

- Collaborated on communication strategies and supported campaign execution.
- Effectively managed multiple projects and priorities with strong organizational skills.
- Published social media posts, leveraging tagging, hashtags, and SEO optimization to boost engagement.

Social Media Manager – Utah Investigative Journalism Project

July 2024 – Present

- Managed social media accounts, including content creation, scheduling, and monitoring of posts.
- Created a more consistent presence on social media, leading to a 13% follower increase and 217% increase in profile visits.

PR Coordinator - Department of Communication, Univ. of Utah

September 2023 – Present

- Researched and developed a new public relations process for the Department of Communication, with emphasis on showcasing strengths on social media, which clarified procedures and increased faculty participation and online exposure.
- Emphasized social media outreach, leading to a 20% increase in followers and a 114% increase on post engagement.

Global Scholars Fellow - Utah Council for Citizen's Diplomacy

August 2022 – May 2023

- Conducted outreach to find eligible candidates for our scholarship program resulting in a 25% increase in eligible candidates. Researched potential conference locations and the associated costs.

Campaign Strategist - Clean the Darn Air

May 2022 – May 2023

- Collaborated to create and implement a comprehensive plan to collect the necessary signatures for our ballot initiative and conducted research on money allocation avenues.
- Created and managed social media content, increasing engagement and follower count by 214%.

LEADERSHIP AND VOLUNTEER

- Account Manager for Absolute Communication
- Team Lead for Writing in Strategic Communication
- Mentor with Big Brothers, Big Sisters of Utah
- Social media volunteer with Women of the World