

Kayce Wright

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EDUCATION

Michigan State University, East Lansing, MI August 2017– December 2020
College of Communication Arts and Sciences
Bachelor of Arts, Advertising Management
Minors, Graphic Design and Advertising Analytics
Study Abroad: International Public Relations Strategy June 2019 – July 2019

RELEVANT EXPERIENCE

Fashion Packed Travel, Remote October 2020 – Present
Analytics Strategist and Design Intern

- Run metrics twice weekly across all social platforms including Facebook, Pinterest, LinkedIn and Instagram to enhance media performance
- Style digital luxury storefronts for company clients and look books
- Design and code newsletters to captivate customers with weekly content

Kayce's Graphics, Remote December 2019 – Present
Graphic Designer

- Run Instagram page to build a portfolio for graphic design
- Gain clients through graphic promotion
- Freelance design photos and logos for business and non-profits

VIM Magazine, East Lansing, MI August 2018 – December 2020
Fashion Writer

- Collaborate and style models for publication shoots
- Curate and write impactful articles for the print magazine publication

Events Coordinator

- Organize magazine launch logistics of event planning to prepare for successful preparation and execution

Kellogg Hotel and Conference Center, East Lansing, MI September 2019 – September 2020
Communications Intern

- Manage the Kellogg's three social media platforms including Instagram and Facebook
- Photograph events of with hundreds of people to provide original content
- Monitor user satisfaction through insights on our platforms and researching local competitors

Wright's Media, The Woodlands, TX June 2015 – August 2020
Marketing Intern

- Assist in creating SEO reports for company meetings and clients
- Analyze social media metrics across all platforms to determine target consumer
- Design content and graphics for print projects

Curtsy, San Francisco, CA January 2020 – May 2020
Campus Ambassador

- Create graphics for digital campaigns for the Curtsy Instagram
- Develop relationships with Michigan State students to effectively promote the application

LEADERSHIP EXPERIENCE

Delta Gamma Fraternity, East Lansing, MI

September 2017 – December 2020

Vice President of Foundation

- Planned fundraisers at local restaurants and coordinate annual philanthropy events that generate over \$10,000 per semester
- Ensure all 170 members are maintaining their philanthropic efforts and requirements

Vice President of Communication

- Oversee our website and all social media platforms for our chapter
- Responsible for maintaining good public relations through written and digital communication with active members and alumni

HONORS & AWARDS

University Scholars Award, *Recipient*

December 2018 – December 2020

Red Cedar Scholarship, *Recipient*

December 2018 – December 2020

Michigan State University Dean's List, *Recipient*

December 2018 and May 2019 – December 2020

Delta Gamma Beta Xi Most Outstanding New Member, *Recipient*

March 2018

PUBLICATIONS

Wright, Kayce. "Fashion in the workplace." VIM Magazine. Digital publication.

December 2020

CERTIFICATIONS

Google Analytics

October 2019

SKILLS

- | | | |
|------------------------|----------------|------------------|
| ○ Adobe Creative Suite | ○ Social Media | ○ Python |
| ○ Google Workspace | ○ Organization | ○ GitHub |
| ○ Microsoft Office | ○ Adaptability | ○ Novice Spanish |