

KELLEN HIMELHOCH

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Visual CV: www.visualcv.com/h91ehqp~Twitter: twitter.com/Khimelhoch

EDUCATION

University of Oregon, Eugene, OR

June 2010

Bachelor of Science in Journalism with a Public Relations concentration

Minor in Communication

La Trobe University, Melbourne, Victoria, Australia (July 2008-November 2008)

Student Exchange, Media Studies, Politics

PROFESSIONAL EXPERIENCE

American Red Cross, Oregon Pacific Chapter, Public Relations Student Team Member, Eugene, OR 2010

- Conducted market research, including focus groups and surveys within target audiences for the Oregon Pacific Chapter
- Co-developed surveys to provide clients with an assessment of target audiences' needs
- Created campaign plan to increase volunteer base for the American Red Cross

American Red Cross, Campus Club, Volunteer, Eugene, OR 2010

- Collaborated with club members to publicize benefit concert for Haiti and local relief resources
- Produced and distributed new releases for concert, resulting in 100 person attendance

Cricket Wireless, Marketing Team Member, Portland, OR 2007-2010

- Educated potential customers about applications of current products, including the "OPhone" and Cricket's 3G Wireless Broadband
- Initiated product interest to a diverse client base by interacting with approximately 50 people at each event through out the Portland-Metro area
- Created an atmosphere of enthusiasm and interest for an unknown company in Cricket's beginning years

Society of Professional Journalism, Finance and Fundraising Chair, Eugene, OR 2009

- Budgeted potential cost of attendance at Regional Conference for four chapter members
- Facilitated discourse between club members and executive board through the school year
- Promoted organization activities and membership utilizing social media

University of Oregon Food Outlets, Lillis Cafe Barista, Eugene, OR 2009-2010

- Produce correct orders of numerous patrons in fast-paced working environment
- Calculate daily earnings of the outlet

STUDENT ORGANIZATIONS

- Society of Professional Journalists
- National Collegiate Honor Society
- Pi Beta Phi Sorority

SKILLS

- Proficient in Microsoft Excel and PowerPoint
- Experience with InDesign and Photoshop
- Engaged in Social Media

