

Kelly A. Rhoades

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EDUCATION

Slippery Rock University of Pennsylvania – Slippery Rock, PA
May 2011

Bachelor of Science in Communication – Public Relations
QPA – 3.69/4.00

PROFESSIONAL EXPERIENCE

Slippery Rock University, Alumni Relations – Slippery Rock, PA
Alumni Relations Intern – Spring 2011

- Maintained SRU's social media networks.
- Updated the SRU alumni online community and electronic newsletters.
- Demonstrated writing skills through press releases and articles.
- Updated alumni in Raiser's Edge Fundraising Software.
- Maintained Performing Arts Series tickets by using Choice Ticketing Systems.
- Demonstrated creativity by designing a postcard, an Alumni Association brochure and a pledge card insert.

National Aquarium, Baltimore, Media Relations – Baltimore, MD
Media Relations Intern – Summer 2010

- Delivered a presentation to the Senior Director of Marketing and the Director of Communication.
- Organized multiple contact lists in online Public Relations software called Vocus PR Management Solutions.
- Aided the Marine Animal Rescue Program's release of three Kemp's ridley sea turtles.
- Directed media at two press conferences.
- Demonstrated writing skills through a press release, a pitch letter and an advisory.

WORK EXPERIENCE

Slippery Rock University, Annual Fund – Slippery Rock, PA
Student Supervisor – 2008 - 2011

- Supervised day and night calling sessions for two annual Phonathon campaigns.
- Assigned specific calling pools to each caller using Campus Call and RuffaloCODY Fundraising Software.
- Organized hiring and training process each semester.
- Determined quota pay rates for each caller.
- Organized student schedules each semester.
- Acquired knowledge of the Microsoft Office Suite.

PROFESSIONAL CAMPAIGNS

Conneaut Lake Park

Beach Club Campaign – Spring 2011

- Acted as Writer, responsible for writing the campaign and putting together the campaign booklet for the client.
- Group project centered on the issue of lack of revenue at Conneaut Lake Park.
- Focused on a restaurant and bar area of the park called The Beach Club.
- Delivered a presentation of the campaign to the client.

Slippery Rock University

Social Media Campaign – Fall 2010

- Group project centered on the issue of SRU's presence within social media networks.
- Developed a detailed 18 page proposal the university could potentially put into effect.
- Delivered a presentation of the campaign to the president of the university.

ACHIEVEMENTS

Communication Department

Honors Banquet

Spring 2009, 2010, 2011

- Awarded for having a 3.5 or higher in the major and overall QPA.

Top Caller Presidential Luncheon

Spring 2008, 2009, 2010, 2011

- Awarded for having the highest dollar amount and most commitments (2008).
- Awarded for exceptional work as a student supervisor.

Deans List

- Six Semesters

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Slippery Rock University, Annual Fund – Slippery Rock, PA

Phonathon Ambassador – 2007 - 2011

- Communicated with donors and alumni from the university.
- Negotiated monetary donations.
- Worked as a team with fellow callers to raise private support.
- Contacted donors with the ability to donate over \$1,000.
- Developed excellent interpersonal communication skills.
- Overall Stats (2007-2011): \$30,460.00, 106 credit cards and 777 commitments.

ORGANIZATIONS

Lambda Pi Eta

President

- Communication Studies Honor Society of the National Communication Association.
- Lambda Pi Eta acts as the Department of Communication's Student Advisory Board.
- Wrote and presented a strategic plan for the Communication Department Chair to improve the department and better future students.
- Participated in Saturday Showcases, which inform prospective students about the various departments and majors offered at Slippery Rock University.
- Organized student scheduling workshops for underclassmen.

Green and White Society of Slippery Rock University

Fundraising Committee Co-Chair

- Student ambassadors for Slippery Rock University.
- Instilled pride and tradition throughout campus.
- Interacted with major donors at the Celebration of Giving event two years in a row.
- Aided staff with the Presidential Gala held in May 2010.
- Developed and organized fundraisers.
- Started the annual Tuition Raffle in Fall 2009.
 - Raised \$10,100 which provided a \$5,000 scholarship and \$600 book scholarship for a current student on campus.
 - Raised \$10,850 during the second annual Tuition Raffle
- Raised around \$12,700 for the organization during the 2009-2010 and 2010-2011 academic years.
- Encouraged positive interaction among students, alumni and guests of the university.

REFERENCES

Mrs. Tracy Allison
Assistant Director, Alumni Relations
Slippery Rock University
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