

# GEORGIA KELLY

psychology graduate

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🌐 [My Website](#)

📍 Laie, Hawaii

## EDUCATION

**Bachelor of Science**  
Brigham Young University of  
Hawaii

2020 - 2024

- General & Experimental Psychology Major
- Minors in Marketing & Visual Arts

## EXPERTISE

Social Media  
Marketing

Branding

Canva

Excel

Communication

## LANGUAGE

English

## ABOUT ME

Motivated and a recent college graduate seeking entry-level opportunities to apply marketing, psychology, or visual arts in any field of work. I possess strong communication, problem-solving, and teamwork skills developed through academic projects and internships. Eager to contribute enthusiasm, fresh perspectives, and a strong work ethic, I can contribute to a dynamic team environment or contribute on a solo level as well.

## WORK EXPERIENCE

○ Jan 2021- Dec 2023  
BYU-H Fitness Center | Laie, HI

### Head Manger

- Managed a team of 25+ student employees, while constructing their weekly work schedules using Microsoft Excel.
- Acted as the point of contact between the boss and internal/external clients and employees
- Draft, edit, and proofread correspondence, emails, memos, and other documents
- Engaged in finding hires and fit candidates to work for the gym on BYU-Hawaii campus

○ 2022 & 2023  
B Digital - BYU-H | Laie, HI

### Marketing Intern

- Conducted marketing research for Women's Services & Resources
- Constructed 10 person focus groups to draw data to propose to the client
- Formulated a 17 page Integrated Marketing Communications plan for WSR
- Created mock flyers, banners, stories, posts, QR codes, event plans for the company

○ 2024  
MUAGeorgia | Laie, HI

### Social Media Manager • @muageorgia

- Founded and managed an instagram account & small business for 6 weeks
- Utilized analytical tools to track and analyze performance metrics to improve content and optimize growth and engagement
- Leveraged tools like stories, posts, and reels with popular trends to align my brand and increase follower interaction and retention

## CERTIFICATIONS

- Google Analytics
- HubSpot Digital Marketing Certified
- Data Visualization for Data Analysis and Analytics (LinkedIn)