KELSEY WARNING

warninkm@miamioh.edu | 636-259-0821| www.linkedin.com/in/kelsey-warning

EDUCATION

Miami University | Oxford, OH   **Expected Graduation: May 2022**
Bachelor of Science, Major in Emerging Technology in Business and Design   **GPA: 3.78**
Minor: Digital Marketing, Individualized Studies
- Dean's List (4 Semesters)

RELATED EXPERIENCE

Miami University IT Services | Oxford, OH   **May 2021 – Present**
User Experience Student Associate
- Analyzed 10+ peer universities' service catalog articles to create recommendations
- Created designs to promote surveys for user perception projects and user interviews
- Presented recommendations to groups on how to improve UX of specific pages
- Built new article designs based on recommendations and research

Miami University | Oxford, OH   **August 2021 – December 2021**
IMS 440 Poet Shack Tech and Design Team Member
- Coordinated with Miami librarians and professors to obtain materials for Poet Shack event
- Helped decide on theme and specific design in first few weeks for event
- Developed a website form for users to submit during event to allow changes in projection in real time
- Wrote a portion of a final progress book summarizing work done for event

Essenza Studios | Milford, OH   **May 2019 – August 2019**
Photography Intern
- Wrote and edited blog posts weekly advertising services
- Assisted in moving and positioning of camera equipment
- Conducted editing of photos and managing of finished products
- Collaborated with clients in meetings and finalization of plans for shoots

CAMPUS INVOLVEMENT

Paws for a Cause   **November 2018 – Present**
Member
- Participated in events to raise money for a dog park
- Supported handlers with service dog training
- Promoted marketing materials for awareness of disability groups represented on campus

The Miami Student   **August 2019 – May 2020**
Photographer
- Photographed Miami events weekly for articles
- Coordinated with writers to choose most fitting photographs based on the article
- Composed photographs to look good in articles

CERTIFICATES

- The Trade Desk Edge Academy Certified: Data-Driven Planning   October 2021
- The Trade Desk Edge Academy Certified: Marketing Foundations   September 2021
- Social Marketing Certification (Hootsuite)   May 2021
- Google Ads – Display, Measurement, and Search Certifications   May 2021
- Hootsuite Platform Certification   April 2021
- Semrush SEO Toolkit Exam   February 2021