

Tessa Kelly

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EDUCATION AND TRAINING

Bachelor of Interdisciplinary Studies

Georgia State University, Atlanta May 2024

Concentration in Media Entrepreneurship, Minor in Studio Art

GPA: 3.59/4.0, Cum Laude

Honors and Achievements:

- Dean's List: Spring '22, Fall '22, Spring '23
- President's List: Spring '24
- Received high praise and recognition for research excellence in 'Topics in Creative Media' under Professor Douglas Blackmon, Pulitzer Prize Awardee.

Leadership and Collaboration:

- Held leadership roles in numerous group projects, demonstrating effective project management and fostering collaborative teamwork.
- Achieved notable success rates in project outcomes, reflecting strong organizational skills and strategic leadership abilities.

Associate of Science

Business, Salt Lake Community College, Salt Lake City UT January 2020

Master Esthetician

Skinworks School of Advanced Skincare, Salt Lake City January 2012

ExLucis Club, Member

Georgia State University, Spring 2024

- **Photography Selection:** Recognized for my photography skills, I was honored to have my work featured in a curated display alongside other distinguished student photographers.
- **Active Participation:** Actively engaged in club meetings, contributing insights and ideas that enriched discussions and activities.
- **Collaborative Projects:** Collaborated closely with fellow members on various photography projects and events, fostering teamwork and enhancing communication skills.
- **Skill Advancement:** Expanded my photography expertise through hands-on experience, refining techniques in film development, lighting setups, and artistic composition.

EXPERIENCE

Co-founder, The Helping Hunter

Non-Profit, Salt Lake City, UT

November 2016 - Present

- Co-created and managed a small non-profit organization dedicated to helping homeless and foster care children in Utah.

- Oversaw operations including website creation, social media posts, and coordinating donations.

Service Director, Boutique Manager

Nailed! Boutique, Salt Lake City, UT

March 2015 - March 2022

- Led and trained a team of Estheticians, Cosmetologists, and Nail Technicians, ensuring compliance with company policies and healthcode regulations.
- Collaborated with local businesses and beauty schools, organizing community engagement events.
- Maintained salon culture and evaluated employee performance, leading to a 20% increase in customer satisfaction.
- Managed daily operations, implemented efficient strategies, and improved overall service delivery.
- Developed and enforced policies and procedures, ensuring high standards of quality and compliance.
- Oversaw the hiring process, conducting interviews and recruiting top talent for customer service roles.
- Provided technical support and resolved escalated issues, enhancing customer service experience.
- Directed budget management, demand forecasting, and professional staff supervision.
- Organized and conducted employee training, leading to a 15% improvement in service efficiency.
- Handled problem-solving and feedback integration, ensuring continuous growth and improvement.
- Decorated and staged the salon for boutique sales, curating inventory based on fashion trends.

Front Desk Coordinator, Master Esthetician

Nailed! Boutique, Salt Lake City, UT

June 2012 - February 2021

- Scheduled and managed appointments efficiently, ensuring smooth operations.
- Provided a comprehensive range of beauty services, maintaining high client satisfaction.
- Managed opening, closing, and financial duties, ensuring accuracy and accountability.
- Administered funds distribution and handled unexpected challenges effectively.

Financial Aid & Admissions Advisor

Skinworks School of Advanced Skincare, Salt Lake City, UT

August 2012 - March 2015

- Recruited and advised prospective students, managing applications and conducting interviews.
- Monitored student progress and provided support, enhancing student retention by 10%.
- Coordinated front desk operations, spa services, and Q&A sessions, improving operational efficiency.
- Conducted campus tours and researched industry trends, informing strategic decisions.

DESIGN PROJECTS

Typography Posters- Created three posters inspired by Bauhaus, Pictorial Modernism, and Russian Constructivism.

Billboard Typography Project- Developed a comprehensive billboard typography design as part of a graphic design project.

3-Book Series Design- Designed covers, spines, and backs for a three-book series, showcasing skills in layout design and typography.

Atlanta Water Lantern Festival Posters- Created four posters incorporating typography and graphic design for the Atlanta Water Lantern Festival.

SKILLS

- **Graphic Design:** Proficient in Adobe Creative Suite (Illustrator, Photoshop), with a strong understanding of typography, layout design, and digital media production.
- **Photography:** Skilled in both digital and analog photography techniques, including film and darkroom processes. Experienced in lighting, composition, and digital editing software.
- **Creativity and Innovation:** Demonstrated ability to conceptualize and execute creative ideas across various media platforms, enhancing storytelling and brand identity.
- **Communication and Collaboration:** Excellent interpersonal skills with a proven track record of effective communication in team environments. Ability to present ideas clearly and professionally.
- **Project Management:** Strong organizational skills, adept at prioritization and multitasking to meet project deadlines and deliver high-quality results.
- **Adaptability and Learning:** Quick learner with a willingness to acquire new skills and adapt to evolving technologies and design trends.
- **Social Media Management:** Familiar with major social media platforms and eager to deepen expertise.
- **Analytics:** Basic understanding of social media analytic tools with a strong desire to learn more.