

Erin Kell



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PORTFOLIO: <https://www.erinkell-portfolio.com/>
here you can find all my recent artwork and research.

EDUCATION

Iowa State University

September 2020 - May 2024, Ames, Iowa
Bachelor of Arts degree in Advertising with a minor in Psychology

EXPERIENCE

Teero / Onboarding Specialist

January 2025 - Present, Lake Elmo, Minnesota

- Call hygienists to learn about their experience
- Assess if they are a good fit for the company
- Provide information about the company and its offerings
- Explain the benefits of working for the company

The Bees Knees / Sales Associate + Head of Creative Content

August 2024 - Present, Hudson, Wisconsin

- Manage daily store operations and assist customers in locating merchandise
- Lead content creation and media development for The Bees Knees' Facebook and Instagram
- Produce engaging and promotional content to increase brand visibility and consumer engagement using the KPI of store visits and website link clicks

Kell Dental Arts / Creative Director

September 2024 - Present, Hudson, Wisconsin

- Develop engaging social media content to bring new patients to the dental practice
- Design print advertising materials, including pamphlets and brochures, to promote services
- Implement creative strategies to enhance patient engagement and brand presence across Facebook and Instagram

Langei Edge / Social Media Director

October 2024 - Present, Hudson, Wisconsin/Grand Forks, Minnesota

- Develop content to showcase a wide range of services, such as powering skating and nutrition courses, offered by the company
- Ensure brand consistency and alignment across all social media channels
- Analyze audience engagement and adjust content strategies to drive results in engagement rate, by tracking social media link clicks
- Optimize to engagement metrics in social plans by boosting high performing posts and completing regular creative analyses

Martha's House of Hope / Advertising/Marketing Intern

May 2023 - August 2023, Ames, Iowa

- Managed and updated social media accounts, website, and newsletter content
- Assisted in donor relations and collaborated with local businesses to support fundraising initiatives
- Contributed to the planning and execution of the organization's annual gala, helping raise over \$30,000

SCHOOLING EXPERIENCE

Rhythms of Grace / Media Planner / ADVRT 434

Fall Semester 2023, Iowa State University, Ames, Iowa

- Worked with a real-world client, Rhythms of Grace, to develop an Integrated Marketing Communications (IMC) plan
- Appointed as Media Planner, leading the data collection and analysis for the client
- Gained hands-on experience in media planning, data collection, client communications, and strategic thinking

Jack Link's / Research / ADVRT 336

Fall Semester 2022, Iowa State University, Ames, Iowa

- Created detailed target audience profiles to guide campaign messaging and channel selection
- Worked with classmates to align campaign objectives with client goals and audience insights
- Gained experience in strategic marketing, data analysis, and audience segmentation for real-world applications

FLUENT PROGRAMS

- Adobe
- Wix
- Canva
- Microsoft Office (Teams, Excel, etc.)
- Google Workspace (Slides, Docs, etc.)
- Ekyros (CRM)

SKILLS

- Organization
- Time management
- Creativity
- Detail oriented
- Collaboration
- Customer service

AWARDS + CERTIFICATES

Awards from Iowa State University: Dean's List, GPA Scholarship, Generational Scholarship