

# KELLIE M. HENSLEY

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## Education

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### Master of Science in Marketing

The University of Alabama, Tuscaloosa, Alabama, May 2015  
GPA: 4.0

### Bachelor of Art in Studio Art/Graphic Design

The University of Alabama, Tuscaloosa, Alabama, May 2011  
GPA: 4.0, Graduated Summa Cum Laude

Study Abroad: Oxford, England, Summer 2009

Study Abroad: Greece, Egypt, and Israel, Summer 2011

#### Relevant Coursework:

- Design & Advertising: Digital Design and Layout, Typography, Copy Writing, Advanced Advertising Development
- Marketing: Advanced Marketing Analysis, Global Market Management, Project Management (Internship), Social Media Marketing, IdeaLAB, Product Design Marketing Strategy, Website Design (Independent Study)

#### Skills/Capabilities:

- Proficiency in Adobe InDesign, Photoshop, Illustrator, and Dreamweaver
- Proficiency in Microsoft Word, Power Point, Excel
- Proficiency in Google Analytics

## Work Experience

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### Marketing Coordinator

June 2014- Present

The Center for Advanced Public Safety (CAPS), The University of Alabama, Tuscaloosa, Alabama

- Atlas Alabama Campaign: Award winning; \$275,000 budget; Logo, Poster, Billboards, Print, Digital, Radio, TV, Website, Member Head Shots, Promo Kit
- AL Taxpayer Identity Protection Program Campaign: Statewide; \$290,000 budget; TV commercial (aired 6x during 2015 Super bowl), Logo, Poster, Digital, Print, Radio, Billboard, Indoor Screens
- OIVS "Be Sure To Insure" Campaign: Statewide; \$300,000 budget; TV, digital
- Developed word press websites: Atlas Alabama, Traffic Records Forum, Be Sure To Insure (redesign), CAPS (redesign, pending release),

### Graduate Research Assistant

August 2013- May 2014

The Center for Advanced Public Safety (CAPS), The University of Alabama, Tuscaloosa, Alabama

- Designed logos and promotional materials for CAPS programs
- Designed billboards, print ads, and digital ads for the One Spot marketing campaign
- Developed icons for CAPS website redesign

### Insurance Program Coordinator

August 2012- August 2013

The University of Alabama, Tuscaloosa, Alabama

- Designed Promotional Materials for the Insurance & Financial Services, Risk Management, and Actuarial Science Program (IRMAS)
- Developed Advertising/Marketing Plans and designed corresponding materials for Alabama I-Day 2012
- Managed 6 IRMAS Scholarship funds and 5 departmental accounts
- Served as an Advisor for the Alabama Insurance Society: provided outside opportunities, such as scholarships and internships, and facilitated the planning and execution of events

### Freelance Designer and Photographer

June 2012- Present

- Personal Branding Kit (2015): JaTensia Calhoun
- Logo (2015): People of God Community Church (Montgomery, AL)
- Senior Portraits (2015): Greyson Wright
- Book Cover (2014): "Foresight Guide" by John Smart et al
- Family Portraits (2014): Culp Family
- Logo (2014): Professional Women in Communication and Business (PWCB)
- Catalog (2012): Redesigned Faulkner University's Academic Catalog from paperback to iPad e-Publication using InDesign and Digital Publishing Suite
- Fit a series of photos of executives to a mask in Photoshop and measured the distance between the points on the mask and corresponding points on the faces to aid the research of Doug Cook and Shawn Mobbs (University of Alabama)

### Graphic Design Intern

May 2010-August 2010

All You Magazine, Time Inc., New York, NY

- Designed layouts for Issues 8, 10, and 11 of the 2010 cycle, organized tear sheet files, and updated templates
- Edited contact sheets for photo selects, assisted on the Christmas photo shoot, and contacted and interviewed models

### Creative Director (August 2010-May 2011), Assistant Creative Director (August 2009-May 2010), Graphic Designer (August 2008-May 2009)

Mosaic, Honors College Magazine, The University of Alabama, Tuscaloosa, Alabama

- Oversaw a team of five photographers and two designers and developed the magazines theme/cover art
- Implemented an organizational/deadline system enabling magazine to be the first issue to meet the mission deadline or April 2011
- Developed the magazine's mission statement as a founding staff member

### Media Buyer Intern

April 2009-July 2009

Reid/O'Donahue, Montgomery, Alabama

- Compiled research, determined costs, and assessed schedules to create media proposals
- Met vendors and clients to build/maintain relationships and to review services and goals respectively; Purchased media from vendors and billed clients

## Honors & Activities

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- Speaker, HighEdWeb 2015 Regional Conference, Tuscaloosa, Alabama (June 30, 2015)
- Junior League of Tuscaloos, Provisional Member (May 2015 - Present)
- Winner of the Desert Island Supply Company (DISCO) Product Design Competition: Tsunami Tshower currently featured in DISCO store (www.desertislandsupplyco.com), (Awarded Fall 2012)
- Volunteer Bible Class Teacher, Nursery (Ages 1-2) & Toddlers (Ages 2-4), Northwood church of Christ (Aug.2012-Dec. 2013, Jan. 2015 - Present)

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### Professional References

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Marketing Director  
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The University of Alabama  
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Brenda Angelilli  
Design Director  
All You Magazine  
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Christen Bozeman  
Media Buyer  
Stamp  
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### Educational References

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Instructor, Graphic Design/Digital Media  
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Susan Fant  
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