

Kelly Fomalont

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Education

University of Pittsburgh: Senior

Major: Psychology

Minor: Economics

Certificate: Public and Professional Writing

GPA: 3.64

Graduation: April 2015

Relevant Course Work

Persuasive Writing in Advertising and Fundraising

Analyzed and created donation letters and other fundraising materials

Proposed an original fundraising campaign

Professional Uses of Social Media

Used Pinterest and Twitter analytics

Created a consistent persona over multiple social media platforms

Relevant Experience

The Children's Institute of Pittsburgh: Marketing Intern

Write Facebook posts, Tweets and blog posts

Create articles and signage for internal distribution using Adobe Photoshop

Research for marketing statistics using different search engines

Update website content

Collaborate with development team for Highmark Fundraising Walk

January 2015-Present

Pittsburgh, PA

Winking Owl Writing: Blogger

Educate nonprofessional writers about writing with monthly blogs

Contribute Tweets

January 2015-Present

Pittsburgh, PA

Luria: Volunteer Social Media Manager

Manage Facebook, Twitter and Pinterest

Create action plan for all social media platforms

March 2015-Present

Pittsburgh, PA

Eye to Eye

Student Coordinator

Manage after-school program for middle school students

Raise \$5,000 through Benefit Gala

Moderate and participate in panels and trainings for students and faculty

Cultivate online community with Facebook and Twitter posts

Community Organizer

Organized bonding events for mentors

Mentor

Mentored students with learning disabilities and ADHD

Guided student to a successful future using art projects

August 2012-Present

Pittsburgh, PA

August 2013-December 2014

August 2012-December 2014

Friends Association: Volunteer Writer

Produced mentor manual

Researched mentoring theories and other resources for mentors

June-August 2014

West Chester, PA

Other Work Experience

Temple Sinai: Sunday School Teacher

September 2014- Present

Pittsburgh, PA

Camp Eye to Eye: Counselor

July 2014

New York City, NY

Skills/ Qualifications

Computer: Microsoft Word, PowerPoint, Excel, Outlook, Adobe Photoshop, InDesign, Mac, PC

Language Conversational in Spanish