**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 **January 2015-Present**

Write Facebook posts, Tweets and blog posts Pittsburgh, PA

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

**Winking Owl Writing:** Blogger **January 2015-Present**

Educate nonprofessional writers about writing with monthly blogs Pittsburgh, PA

Contribute Tweets

**Luria:** VolunteerSocial Media Manager **March 2015-Present**

Manage Facebook, Twitter and Pinterest Pittsburgh, PA

Create action plan for all social media platforms

**Eye to Eye August 2012-Present**

Student CoordinatorPittsburgh, PA

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 **August 2013-December 2014**

Organized bonding events for mentors

Mentor **August 2012-December 2014**

Mentored students with learning disabilities and ADHD

Guided student to a successful future using art projects

**Friends Association:** Volunteer Writer **June-August 2014**

Produced mentor manual West Chester, PA

Researched mentoring theories and other resources for mentors

**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