

Kelly Nugent

kellynugent@ufl.edu

www.kelly-nugent.com

913-617-3235

Education

UNIVERSITY OF FLORIDA REMOTE
Master's in Sport Management MAY 2024
Certificate in Sports Event Management
GPA: 3.8

CREIGHTON UNIVERSITY OMAHA, NE
Bachelor of Arts in Journalism & Graphic Design MAY 2022
GPA: 3.64

Experience

NAISMITH TROPHY / ATLANTA TIP-OFF CLUB REMOTE
Social Media Intern OCTOBER 2022 - APRIL 2023

- Create and post content daily to 3 social media channels regarding collegiate basketball
- Research newsworthy content on past and present candidates related to current events
- Engage audiences by posting relevant, unique content that educates

THE HIDDEN OPPONENT REMOTE
Graphic Designer MAY 2022 - PRESENT

- Create and utilize a brand guide to ensure consistent messaging / aesthetic
- Continuously craft and define the brand by designing based on the team's goals and aspirations
- Increased followers by 1k over the time I have been a part of the team

CREIGHTON WOMEN'S SOCCER OMAHA, NE
Operations Manager AUGUST 2018 - MAY 2022

- Photography, graphic design & video for special practices as well as game days
- Coordinate and respond to all aspects of women's soccer including meals, equipment, etc
- Liaison between team and 3 main outside groups including volunteers and event staff

COLD STONE CREAMERY & ROCKY MOUNTAIN CHOCOLATE FACTORY OMAHA, NE
Marketing Manager MARCH 2021 - JULY 2022

- Promote presence of 5 Cold Stone Creamery & Rocky Mountain Chocolate Factory stores
- Boost social media interaction through creative content
- Design packages of print materials - posters, specials, postcards, etc.

Involvement

NATIONAL STUDENT ADVERTISING COMPETITION OMAHA, NE
Creative Director AUGUST 2020 - APRIL 2022

- Head our 15 person team in creating two campaign strategies and advertising plans books
- Adapt both the campaign and the team's approach to the competition based on external factors

Skills

Adobe Creative Cloud (Photoshop, Indesign, Illustrator, etc.) Microsoft Suite, DSLR photography, WordPress