Kelly Nugent

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www.kelly-nugent.com
913-617-3235

Education

UNIVERSITY OF FLORIDA — REMOTE
Master's in Sport Management — MAY 2024
Certificate in Sports Event Management

CREIGHTON UNIVERSITY — OMAHA, NE
Bachelor of Arts in Journalism & Graphic Design — MAY 2022

Experience

PEPPERDINE UNIVERSITY — MALIBU, CALIF.
Associate Director of Athletic Communications — FEB 2024 - PRESENT

- Serve as the sports information director for my designated sports (WSOC, WBB, MVB)
- Facilitated an increase of all social media accounts by at least 33% resulting in higher brand recognition
- Graphic design for designated sports as well as the main athletics account
- Photography and videography for all designated sports and most home events
- Design of brand packages, media day backdrops, photoshop templates, banners for athletic facilities, etc.

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 women's collegiate basketball
- Research newsworthy content on past and present players related to current POTY candidates
- A part of 18 million impressions across all social channels throughout the season

THE HIDDEN OPPONENT — REMOTE
Graphic Designer — MAY 2022 - FEB 2024

- Created social media guidelines and photoshop templates for higher brand recognition
- Increased followers by over 20% as one of the growing voices for student athletes' mental health

CREIGHTON UNIVERSITY — OMAHA, NE
Operations Manager for Women's Soccer — 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

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 through social media as well as in-person marketing initiatives.
- Design packages of print materials - posters, specials, postcards, etc.

Skills

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