

# Kelly C. Preston

kelly.christine.preston@gmail.com

(925) 786-3287

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## PROFESSIONAL SUMMARY

- Experienced project management, and social media person with an entrepreneurial drive
- Passion for community engagement
- 5+ years experience in project management, social media, writing, intercultural communications

## PROFESSIONAL EXPERIENCE

### **Social Media and Project Manager (freelance)**

**2017 Sept – Present**

*46 Mile/SF Gate/SF Chronicle — San Francisco, California*

- Editorial Content Planning, Community Monitoring, Social Media Advertising, Audience Segmenting and Targeting, Auditing and Optimizing Social and Website Pages, Budgeting, and Project Management for multiple clients

### **Digital Community Operations Manager (freelance)**

**2017 Feb – May 2017**

*Stanford University — Stanford, California*

- Social Media Advertising, Social Media Management, Editorial Planning, Audience Segmenting and Targeting, Community Monitoring, Project Management

### **Social Media Marketing and Project Consultant (freelance)**

**2016 April – Feb 2017**

*Various Clients — Los Angeles, California*

- Social Media(research, strategy, management, content planning, advertising), Marketing and Project Management Consulting

### **Marketing Manager**

**2015 Jul - April 2016**

*Berkshire Hathaway Select Home Properties — St. Louis, Missouri*

- Developed project management documentation and planning
- Created the company's first social media marketing strategy raised engagement 200% in first 6 months
- Headed corporate PR and Communications
- Designed campaigns to further awareness and community engagement
- Lead Diversity and Millennial strategy

**LANGUAGES** (Spanish — *Limited Working Proficiency* **Japanese** — *Elementary Proficiency*)

## **EDUCATION**

**Certification in Project Management** **Aug 2017**  
*Missouri State University*

**Bachelor of Science, Technology Management** **May 2014**  
*Missouri State University*

## **OTHER EXPERIENCE**

**Account Specialist and Social Media Task Team Lead** **2015**  
*Scorch Agency — St. Louis, Missouri*

**Technical Writer, Facebook Global Security Program Team** **2015**  
*Milestone Technologies — San Francisco, California*

**Social Media Marketing Manager** **2014–2015**  
*Visez Clothing — San Francisco, California*

**Media Coordinator** **2013–2014**  
*Enactus Missouri State — Springfield, Missouri*

**Marketing Intern** **2013–2014**  
*Webster Groves Parks and Recreation — St. Louis, Missouri*

**Marketing & Public Relations Assistant** **2010–2013**  
*University of Denver, Richie Center — Denver, Colorado*

**President and Founder, Exclusive Aquatic Kiwis Adventure Club** **2012**  
*Auckland, New Zealand*

- Grew to over 35 members during 7 month span by generating enthusiasm and excitement through social media, marketing, travel and personal interactions

## **OTHER EDUCATION**

**Certificate for Proficiency** **2012**  
*Study Abroad Program, University of Auckland, New Zealand*

**International Studies** **2010–2013**  
*University of Denver*