

Kelsey Steele

4 Hamlet Way • Hopewell Junction, New York 12533
Phone: (845) 549-6038 • E-Mail: kasteele8@gmail.com
Website: goodgreenvibes.org

Work Experience

Web Designer and Developer

June 2014 - Present

Good Green Vibes, Hopewell Junction, NY

Initiated a personal social media strategy as an example for an employer:

- Designed a content-rich web site to promote powerful, complex ideas in an engaging way.
- Built an expanding network of followers through a social media campaign on Facebook, LinkedIn, Twitter, and blogging.
- Created helpful sharable graphics. Non-profits shared these graphics through their social media networks.

Self-taught web development skills: HTML, CSS, Dreamweaver, Bootstrap, jQuery, WordPress to implement the strategy. Developed, tested and recently published web site, available at www.goodgreenvibes.org.

Communications Director

August 2013 - Present

Safe Haven Farm Sanctuary, Poughquag, NY

Increased supporters' interactions with sanctuary and number of Facebook followers by 50% through creating original posts and monitoring social media pages.

Increased number of attendees at fundraising events by 60%.

Designed and implemented fundraising campaign that tripled donations from previous efforts.

Communications Intern

February – May 2014

Physicians Committee for Responsible Medicine, Washington, DC

Increased Facebook "likes" and comments with original, consistent posts.

Evaluated as a great team player because of creative contributions campaign objectives with PCRM staff.

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Customer Service Experience

Customer-facing Library Clerk

August 2013 - Present

East Fishkill Community Library, Hopewell Junction, NY

Provide efficient and accurate service to library patrons using computer systems.

Considered computer expert among other library staff because of ability to solve patron's computer issues.

Contributed to the library's success as being recognized as the best branch in Dutchess County.

Production Assistant

September 2009 - May 2013

University of Vermont (UVM)'s Davis Center, Burlington, VT

Received consistent praise from visiting clients for work in creating the setup for their events at the Davis Center.

Best known by supervisors as being reliable and genuinely helpful.

Education

University of Vermont

May 2013

Burlington, VT

Earned a BA in Environmental Studies with honors.

Skills

Web Development

Demonstrated my ability to learn new technologies as shown by the website that I designed and developed (goodgreenvibes.org). Acquired a working knowledge of WordPress, Bootstrap, Photoshop, Dreamweaver, jQuery, HTML 5, CSS, and responsive design.

Social Media

Keep current with constantly changing technologies in social media: Facebook, LinkedIn, Pinterest, Blogging, Hootsuite, and SEO.

Team Work

Consistently known as a creative, cooperative and responsible team member.