

Kelly Chi

kchi3@wisc.edu | 715-614-8003 | 505 University Ave. | Madison, WI, 53703

Portfolio: <https://kellychi.my.canva.site/>

EDUCATION

University Wisconsin-Madison | September 2024-May 2028

Degree: Bachelor of Science

Majors: Consumer Behavior and Marketplace Studies; Information Science

Minors: Digital Studies; Design Strategy; Textiles and Design

WORK EXPERIENCE

Center for Healthy Minds | Madison, WI

Communications and Marketing | August 2026 – Present

- Analyze donor, gift, website, and social media data using Google Analytics, Looker Studio, and Hootsuite to identify audience insights and inform marketing strategies
- Develop and write general and donor-focused email newsletters to communicate the Center's research, programs, and impact

The Legacy Project Inc. | Remote

Director of Public Relations | April 2026 – Present

- Transform interviews with intergenerational Changemakers into 3+ published op-eds within two months, amplifying their stories through editorial content.
- Lead media outreach, campaign messaging, and content strategy while managing three interns and coordinating public relations initiatives.

Mock & Co | Madison, WI

Social Media Manager | June 2026 — August 2026

- Developed and executed a multi-platform content strategy across TikTok, Instagram, and Facebook, generating 25K+ views through promotional, product-focused, and UGC-style videos.

Biome | Remote

Brand Marketing Intern | March 2026 – August 2026

- Promoted the app through daily content, peer-to-peer outreach, and community engagement, leveraging personal networks to increase brand awareness and encourage new user adoption.

LEADERSHIP AND INVOLVEMENT

Curation Social Media Agency | Madison, WI

Photography Lead, Marketing Member | January 2026 – Present

- Lead and execute photoshoots for diverse brands and organizations, directing a team of 3–6 photographers to deliver a cohesive creative vision
- Manage client interactions, on-set coordination, and post-production workflows to ensure professional, high-quality deliverables.

MODA Magazine | Madison, WI

Director of Event Planning | September 2025 – Present

- Lead planning and logistics for annual Spring Fashion Show, coordinating models, fashion designers, creative teams, venue logistics, model calls, rehearsals, and show-day operations
- Build relationships with local brands and businesses while collaborating with PR/Marketing to coordinate launch parties, photoshoots, branded collaborations, and promotional events that strengthen community engagement and brand visibility

PR / Marketing Member, Outreach Coordinator, Production Manager | September 2024 – Present

- Coordinate editorial photoshoots across creative direction, styling, photography, modeling, and writing teams, ensuring cohesive execution from concept to final production
- Create weekly Instagram campaigns promoting magazine issues and fashion events, translating editorial concepts into audience-focused social content.

The Vault: Business Behind Fashion | Madison, WI

Show Support, Event Coordination | September 2026 – Present

- Collaborate with creative and production teams to execute cohesive event concepts and enhance the overall attendee experience.
- Contribute to visual storytelling through set design, styling, and creative production for fashion-focused events.

Skills: Proficient in Canva, Adobe Photoshop/Illustrator/Lightroom, CapCut, Excel, Microsoft Office Suite, Figma