

# KALEIGH WRIGHT

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## OBJECTIVE

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I am seeking a full-time position or internship in the tourism and hospitality industry beginning June 2019, specifically in digital marketing and communications as well as event planning.

## EDUCATION

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**The University of Georgia, Athens, GA** May 2019  
**Bachelor of Science in Family and Consumer Sciences**, Consumer Journalism  
**Certificate:** New Media **Minor:** Fashion Merchandising **Cumulative GPA:** 3.7/4.0

**Study Abroad: Richmond American International University, London, United Kingdom** June - July 2018  
Earned 6 credit hours by completing a course on British culture and an international internship

## EXPERIENCE

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**Weddings in Athens** Athens, GA  
**Senior Editor** January 2018 - Present

- Supervise 11 blogging interns, including provide blog feedback and schedule drafts to the website on WordPress
- Create an energetic atmosphere for interns through intern spotlights, weekly updates, and team meetings
- Work alongside Senior Coordinator to manage total of 21 interns
- Create and review applications to select interns each semester

**Blogging Intern** October 2016 - May 2017

- Promoted Athens as a wedding destination through blog posts

**Athens Convention and Visitors Bureau** Athens, GA  
**Digital Marketing and Communication Intern** January 2019 - Present

- Market Athens as a travel destination through blogs, social media posts, and email marketing
- Pitch blog post ideas to Communications Specialist and create new content for the Athens CVB blog
- Schedule timely posts to Instagram, Facebook, and Twitter using Sprout Social

**UGA Center for Latino Achievement and Success in Education** Athens, GA  
**Office Assistant** September 2018 - Present

- Implement a social media content calendar for Facebook and Twitter accounts
- Produce a monthly e-newsletter using Adobe InDesign
- Prepare for instructional workshops, including coordinate with caterers and organization of materials

**Felicities** London, United Kingdom  
**Public Relations Intern** June - July 2018

- Marketed clients and their products on Felicities' and clients' Instagram accounts
- Served as a liaison between media organizations and clients via telephone and email communication
- Assisted with client showroom and styling appointments

## CAMPUS INVOLVEMENT

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**TEDxUGA**  
**Steering Committee** August 2017 - Present

**UGA HEROs**  
**Team Leader** January 2018 - December 2018