

# Holly West-Kapsalis

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## EDUCATION

### MASTER'S OF SCIENCE

(M.S.) in Integrated Marketing Communications, West Virginia University. (2016). GPA: 4.0/4.0

### BACHELOR OF ARTS (B.A.)

from Loyola University Chicago (2014). Degree: Communications. GPA: 3.97/4.0

## SKILLS

- + Spanish (Advanced reading, writing and speaking proficiency)
- + SPSS, HTML, Photoshop, InDesign, and CSS conversant
- + Cision, SimplyMeasured, Meltwater, GroupHigh, Qualtrics, and Compete experience
- + Blogging
- + MailChimp and SurveyMonkey
- + Audacity
- + HootSuite and Sprinklr monitoring platforms
- + AP Style
- + Elementary-level modern Greek

## ORGANIZATIONS

Memberships in PRSA, IABC, Alpha Chi Omega Alumni.

## PROFESSIONAL EXPERIENCE

### PR/MARKETING ASSISTANT at ALDI USA

Batavia, IL • 01/17 to 12/17

- + Manages agency relationships for miscellaneous integrated marketing projects; ensuring project deadlines are met and deliverables are on-brand.
- + Coordinated two experiential marketing activations driving consumers to store; resulting in coupon redemption significantly above benchmark and high-quality user-generated social content.

### E-COMMERCE MARKETING SPECIALIST/EXECUTIVE ASSISTANT at SPIRE Hospitality

Deerfield, IL • 10/15 to 01/17

- + Conducts web and social media audits for Spire's hotels; providing recommendations for improved marketing programs and events at 22 hotels nationwide.
- + Trains hotel leaders and key personnel on marketing best practices.
- + Leads sponsorship program for Spire's annual conference.
- + Deploys (B2B) email marketing program for Business Development team.
- + Creates internal communications collateral.

### GLOBAL SOCIAL COMMUNITY MANAGER at McDonald's Corporation

Oak Brook, IL • 06/15 to 09/15 (temporary contract position)

- + Monitors conversations across social media and addresses important mentions in through engagement, escalation, or documentation.
- + Responds to complaints, requests, and mentions of advocacy of owned and earned social media in real-time; communicating with customers in English and Spanish across the globe.
- + Consistently generates top-ranking responses by reach and level of engagement.

### MARKETING COORDINATOR at KeyLime Cove Resort

Gurnee, IL • 02/15 to 05/15

- + Ran social media platforms including Facebook, Twitter, TripAdvisor, Google+ and Pinterest with average posts receiving 75% more engagement; launched the resort's first-ever Instagram page.
- + Designed print and web marketing materials using Photoshop and InDesign.
- + Created weekly competitor analysis reports for internal use.
- + Coordinated with press for special event coverage and listings.

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### **PR INTERN at NewmanPR**

Miami, FL ▪ 06/14-08/14

- + Created media lists using Cision, GroupHigh and Compete to identify key influencers and journalists for Carnival Cruise Line and Florida Keys press trips.
- + Wrote original blog postings, social media content and press material for Holland America, Carnival and Star Clippers cruise lines.
- + Researched and wrote a cruise industry trends report for internal use.

### **NATIONAL SALES PROMOTIONS INTERN at iHeartMedia (formerly Clear Channel Media)**

Chicago, IL ▪ 01/14-04/14

- + Ran air checks, pulled webshots and formatted event photos to compile final advertising success reports for Clear Channel's national clients.
- + Constructed sales pitches and proposal packages for major television and movie outlets.
- + Set up audio equipment, took photos, distributed prizes and engaged listeners in English and Spanish at large-scale events in the Chicago metro area.

### **SOCIAL MEDIA MARKETING INTERN at EdgeAlliance**

Chicago, IL ▪ 08/13-12/13

- + Created content for Facebook and Twitter to raise awareness for the non-profit, increasing traffic by 120%.
- + Developed a strategic social media plan for the large-scale annual gala, including interactive initiatives such as QR code contests and working with top engagers to bring traffic to social media platforms.

### **PR ASSISTANT at Stef and the City**

Chicago, IL ▪ 05/12-01/13

- + Researched and prepared relevant content for media appearances on WGN radio, ABC and WCIU.
- + Worked one-on-one with clients to answer questions, provide valuable insight into the business and arrange scheduling.
- + Created promotional web content and developed a singles travel interest questionnaire.
- + Researched and cold-called local businesses within a target demographic, aggregating deals and writing copy for a weekly web column, *Monday Jolt*.

## **CAMPUS LEADERSHIP**

Monthly relationship blogger for LUCHameleon, a Loyola student publication.

PR and Marketing Vice President for Alpha Chi Omega, Iota Rho Chapter with over 100 members: Created new website and mailers, increased visibility on social media by 50%. Made promotional content and materials for annual fundraiser with 120% increase in donations. Coordinated logistics for all events, including space reservations and tabling.

## **VOLUNTEER EXPERIENCE**

**Esperanza Y Futuro** (10/14): Taught English classes for 30 children and teens in Guatemala, providing explanations primarily in Spanish.

**Centro Romero** (09/12-12/12): Tutored elementary-aged children in math, reading, and spelling.

**United Planet** (03/11): Assisted with preschool and elementary-level English classes, helping teachers to deepen their understanding of the English language.