



Kelly Chase

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Palm Beach Gardens, FL

Social Media:

TWITTER: @kellymchase

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LINKEDIN: www.linkedin.com/in/kellymchase

Education:

UNIVERSITY OF FLORIDA
Bachelor of Science in
Telecommunication Production

Skills:

COMPUTER:
Premiere Pro (Certified), After Effects
(Senior Workshop), Photoshop, Audition,
Lightroom, InDesign

CAMERAS:

- Canon, Panasonic, Sony, Nikon

AWARDS:

- Top 20 Video for Gainesville 48-Hour Film
Fest 2019 - Assistant Editor & Sound Mixer
- Girl Scout Silver & Gold Award

Relevant Experience

Social Media Specialist, IMG Academy

Bradenton, FL | July 2021 - Present

- Create and executive the social strategy for all IMG Academy channels
- Capture photography consistently across all platforms as needed to support marketing efforts

Social Media Manager, Cheney Brothers, Inc.

Riviera Beach, FL | March 2021 - July 2021

- Developed social media campaigns that help to achieve corporate marketing goals
- Designed graphics, execute photoshoots for clients, & other content for emerging social media trends

Social Media Intern, The Draft Network

Palm Beach Gardens, FL (Remote) | Oct 2020 - March 2021

- Formulated copy and assisted in posting content on The Draft Network social media platforms
- Restructured TikTok platform to increase our content by 1,000+ followers and over 15,000 likes

Photography Intern, UAA Communications

University of Florida, Gainesville, FL | April 2018 - Jan 2021

- Captured Florida Gators sporting events, as well as studio photoshoot sessions

Social Media Intern, USA Football

Indianapolis, IN | Jan 2020 - April 2020 (Impacted by COVID-19)

- Posted content on USA Football and U.S. National Football Team social media platforms
- Generated graphics and video as necessary for social media campaigns
- Collected and analyzed social metrics / insights to incorporate into strategy

Technical Director / Editor, Warrington College of Business

Gainesville, FL | Dec 2017 - May 2018

- Filmed variety of professors' lectures with Blackmagic and uploaded their videos to Mediasite
- Lead editor on special guests speakers' videos to demonstrate their message

Videographer & Editor, Power Showcase Home Run Derby

Marlins Park, Miami, FL | Dec 2016 - Dec 2018

- Conducted interviews and specialty video shoots with each player
- Edited player scout videos to be used for colleges and pro leagues

Project Experience

Social Media Coordinator, PBG Travel Leaders | April 2020 - Present

- Enhance social media platforms via graphics, photos, and videos daily during COVID-19 to keep clients informed about travel concerns and future travel opportunities

Editor and Sound Operator, *Kelvy's Killer 21st Film* | Spring 2019

- Partnered with a team of 5 to produce a short film
- Demonstrated success with blocking scenes, booming, and streamlined editing on Adobe Premiere Pro

Social Media Coordinator, Travel Leaders Network | Nov 2018

- Toured Royal Caribbean's Symphony of the Seas to show the college student / millennials perspective
- Created a vlog and included 17 tweets reaching almost 17,000 impressions

Leadership

Historian, Delta Nu Zeta, May 2020 - Dec 2020

VP of Communications, Delta Nu Zeta, May 2019 - Jan 2020

VP of Membership, Delta Nu Zeta, May 2018 - May 2019

University of Florida, Gainesville, FL

- Sister since 2017, first local service sorority focused on serving in Gainesville
- Responsible for taking photos at all mandatory Delta Nu Zeta events, DNZ socials, and / or sisterhood bonding events

Marketing, Association for Women in Sports Media, May 2020 - Dec 2020

Secretary, Association for Women in Sports Media, April 2018 - May 2020

University of Florida, Gainesville, FL

- Member since 2016. Support the advancement & growth of women in sports media
- Create graphics about each event, including meetings, socials, etc., as well as posting on the chapter's social media platforms

Delegate and Dancer, Dance Marathon

University of Florida, Gainesville, FL | Aug 2016 - Dec 2020

- Orchestrated a team of 30 students yearly and help with their fundraising goals of over \$500 for the 26.2 hour event benefiting UF Shands Children's Hospital
- Personally raised \$6,234 from 2016 - 2020.