**Kelsey Ostby**

518 Dane Street, Belleville, WI 53508

(608) 214-7866 [kelseyostby@gmail.com](mailto:kelseyostby@gmail.com)

**Skills Summary**

* Excellent oral and written communication skills
* Ability to learn new programs and information quickly and accurately
* Proficient in Microsoft Office, including Word, Publisher, PowerPoint, Outlook and Excel
* Proficient in social media and Internet Explorer
* Ability to maintain a high level of confidentiality and professionalism
* Experience in managing budgets and financial planning
* Ability to work under pressure, while meeting deadlines and multitasking
* Eye for detail and accuracy

**Relevant Work Experience**

* **The Wisconsin Farm Report: Farm Department Assistant December 2013-Present**

Full-time position (part-time while in school December-May) assisting Farm Department Director Pam Jahnke. Responsible for daily market reports, interview packages and website updates. Handle all social media outlets, plan social media campaigns, and consulted clients on social media. Assemble client wrap-up binders, plan events for the department, and travel to various trade shows and events, all while maintaining a set budget. Responsible for meeting daily deadlines and representing the department brand both on and off the radio.

* **University of Wisconsin-Whitewater Marketing and Media Relations: PR Intern September 2012-December 2012**

Handled a number of stories each week, contributed social media content, covered various events throughout campus. Worked with multiple kinds of media including photography and video coding.

* **The Wisconsin Farm Report: Farm Department Intern June 2012-September 2012**

Assisted Farm Department Director Pam Jahnke with radio features, speaking engagements, and event planning. Handled all social media outlets, planned social media campaigns, and consulted clients on social media. Created a multimedia sales presentation including video footage and narrative overlay.

* **University of Wisconsin-Whitewater Sports Information: Assistant** **September 2011-Spring 2013**

Worked directly under the Sports Information Director, wrote pre and postgame press releases for each athletic event, took live stats during football and basketball games, contacted the media with post game information, helped design programs for each event, designed graphics for each story on our website, assembled 2011 Postseason Media Guide for Whitewater football.

* **McCormick Company: PR Intern** **May 2011-December 2012**

Updated and handled most social media including Twitter, YouTube and Facebook, put together publicity binders for each client, was responsible for monthly analytics, wrote press and personnel releases, assembled test kits and mailings, traveled to client conferences, assisted the Account Executive as needed.

**Education**

**University of Wisconsin-Whitewater,** Whitewater, WI

**Major(s):** Public Relations/Journalism **Graduation:** May 2013

**Dean’s List:** Fall 2009-Spring 2013, graduated with honors

**Related Coursework:** PR Principles, PR Tactics I, PR Tactics II, PR Strategies, PR Planning, Mass Media Writing, Public Speaking, Foundations of Electronic Media, Computer Applications. Skilled in Microsoft Office and social media platforms including Facebook, Twitter, and LinkedIn.

***References available upon request.***