

# Kelly Burke

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**Current Address:**

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**Permanent Address:**

11114 N. Whilton Rd.  
Mequon, WI 53097

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**EDUCATION:****Indiana University, College of Arts and Sciences**

Bachelor of Arts, Major: Journalism

Minor: Law and Public Policy

Bloomington, IN

May 2017

3.0/4.0 GPA

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**PUBLIC RELATIONS EXPERIENCE:****MillerCoors**

*Guest Relations - Tour Guide*

- Led groups of up to 105 guests on tours of the Milwaukee Miller plant operations
- Recited a script about the brewing, packaging, and distribution of MillerCoors products, while interacting with guests three to five times daily

Milwaukee, WI

May 2015 - Present

**bobble**

*Campus Representative*

- Promoted and marketed Bobble products and the bobble mission of green and healthy living to students at IU
- Publicized bobble by posting to social media such as Facebook, Twitter, and Instagram

Bloomington, IN

January 2015 - May 2015

**Martinizing Dry Cleaners**

*Customer Service Representative*

- Completed cash and credit transactions and made sure customers left the store satisfied with their dry-cleaning experience
- Worked and communicated with other employees to ensure the whole process of dry-cleaning went smoothly

Mequon, WI

June 2012 - April 2015

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**LEADERSHIP AND INVOLVEMENT:****IU Journal of Undergraduate Research**

*Communications board member*

- Interview researchers and compile information into marketing materials
- Write and post social media posts through the communications board

Bloomington, IN

September 2015 - Present

**U Bring Change 2 Mind**

*Social media board member, programming committee member*

- Plan and execute events through the programming committee
- Write and post social media posts on Facebook and Twitter

Bloomington, IN

September 2015 - Present

**Changing Health, Attitudes, + Actions to Recreate Girls (CHAARG)**

*Member*

- Participate in large and small group workouts with other CHAARG members
- Promote the organization through social media posts on several outlets

Bloomington, IN

January 2015 - Present

**Public Relations Student Society of America**

*Beth Wood chapter member*

- Plan events for the chapter to network with one another and learn from professionals in the field
- Publicized Habitat for Humanity's ReStore through social media

Bloomington, IN

September 2014 - Present

**IU Ski and Snowboard Club**

*Committee member*

- Fostering relationships with people who share a common interest
- Plan social events and design T-shirts through the Ski Club committee

Bloomington, IN

September 2014 - Present

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**RELEVANT COURSEWORK:****Principles of Public Relations (J 321)**

- Studied public relations history, techniques and tactics

**Principles of Creative Advertising (J 320)**

- Created a multi-media creative advertising campaign

**Public Relations Writing (R 349)**

- Wrote 10 different public relations pieces for U Bring Change 2 Mind

**Overseas Study in Dublin: Irish Studies Program**

- Immersed in Dublin's unique culture and learned about Irish history
- Traveled within Ireland and throughout Europe while learning about world history and culture