



# Kellie Hodson

## EDUCATION

Ithaca College  
Roy H. Park School  
of Communications  
BFA in Film, Photography, and  
Visual Arts  
Aug 2014 – May 2018  
Ithaca, New York

Institut Américain  
Universitaire  
Marchutz School of Fine Arts  
Concentration in Art  
and French  
Jan – May 2017  
Aix-en-Provence, France

## CERTIFICATIONS

Sky Academy of Marketing

## TOOLS

Adobe Photoshop  
Adobe Premiere Pro  
Airtable  
Canva  
CapCut  
Constant Contact  
Emplifi  
Excel  
Meta Business Suite  
Microsoft 360  
Monday.com  
Procreate  
Tableau  
TikTok Business Center

## SKILLS

Public speaking  
Production management  
Stakeholder management  
French (advanced  
proficiency)  
Spanish (beginner)

## SUMMARY

An ambitious and versatile communications professional with extensive social media, marketing, and media planning experience. Managed accounts on multiple platforms while shaping and implementing strategies for brand augmentation. Looking to move into a team that combines passion for crafting engaging content with building unique, world-class campaigns.

## EXPERIENCE

### Media Planning & Social Executive

Sky

London, United Kingdom

Jan 2022 – Present

- Lead the lifecycle and execution of high-reaching and disruptive TV promo campaigns primarily on Sky Max and Sky Atlantic to reach millions of customers
- Collaborate with senior stakeholders to coordinate timelines, budgets, and creative resource and ensure efficient delivery of assets from all teams
- Utilise audience research and analyse market trends to create bespoke marketing materials that target customers based on location and viewing interests
- Worked events such as *The Day of the Jackal* and *The Last of Us S2* screenings to manage influencers and content capture unmissable red carpet moments for NOW

### Production Assistant

NBC Tokyo Olympics

Stamford, Connecticut

Jul 2021 – Aug 2021

- Edited hours of footage and audio to facilitate the production of over 300 daily video highlights from dozens of Olympic events that were published across NBC Sports platforms and partners

### Marketing & Social Coordinator

Manhattan Jewish Experience

New York, New York

Dec 2020 – Jul 2021

- Created and scheduled content using Meta Business Suite for the company and CEO's Facebook, X (formerly Twitter), Instagram, and YouTube accounts
- Wrote daily and weekly newsletters with a consistent average click rate of 5% for a 5000+ mailing list to monitor community engagement

### Market Executive

Hostelworld Group

Dublin, Ireland

Jun 2019 – Feb 2020

- Built relationships with Account Directors in Eastern Europe, targeting franchisors to generate an additional £27,000 in sales revenue

### Marketing Intern

XploreAsia

Hua Hin, Thailand

Nov 2018 – Feb 2019

- Developed and completed social media strategy across all of the company's platforms, aligning with brand messaging and increasing online engagement by 7%

### International Marketing Photo Intern

20th Century Fox

Los Angeles, California

Jan 2018 – Apr 2018

- Managed a 1500 photo library and its metadata in the digital asset library, ensuring accessibility to the internal creative team while delivering edits to external stakeholders
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