**Kallie Good**

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Education

**Emory University,** Atlanta, GA May 2020

* Bachelor of Arts: Theater Studies; Minor: Mathematics
* Cumulative GPA: 3.89/4.00
* Phi Beta Kappa

**Study Abroad,** National University of Ireland, Galway Jan 2019 - May 2019

Work Experience

**Emory College Center for Creativity & Arts (CCA),** Atlanta, GA Jun 2020 - Present

*Communications Coordinator,* Oct 2020 - Present

* Work with seven arts departments, Michael C. Carlos Museum and University Libraries to create cohesive marketing, advertising and fundraising strategy for Arts at Emory; Assemble annual arts-wide season mailer and donation appeal
* Designed and launched new Arts at Emory website (arts.emory.edu) using university content management system with improved navigation, calendar and analytics functionality
* Coordinate online marketing initiatives including maintaining and creating content for Arts at Emory and CCA websites, managing online calendar, designing and deploying e-newsletters and postcards, and devising social media strategies
* Communicate with university and regional media representatives about upcoming arts events and initiatives to increase visibility of Arts at Emory and CCA

*Arts Associate,* Jun 2020 - Oct 2020

* Acted as a liaison between prospective students, current students and alumni, communicating information about CCA programs, events and resources increasing student attendance and engagement with the arts at Emory
* Collaborated with CCA staff and arts department faculty to plan large-scale events including Creativity & Arts Soiree, attended by 1000 people, and the Emory Big Draw
* Facilitated new student orientation activities and workshops for aspiring arts professionals

**Emory University Office of Development & Alumni Relations,** Atlanta, GA Jan 2020 - May 2020

*Foundation & Corporate Relations Intern*

* Wrote and edited letters of intent and grant proposals for senior development directors to ensure that requests were compatible with the prospect’s line of giving
* Researched foundation and corporate prospects to determine their specific fields of interest
* Matched university departmental programs and events with most probable candidates in order to secure funding

**Actor’s Express,** Atlanta, GA Sep 2020 - Dec 2020

*Administrative Intern*

* Designed marketing strategies and compiled electronic mailings distributed to over 7,000 patrons including monthly newsletters, promotions, and marketing materials to promote special events
* Established a relationship with the Concierge Society of Atlanta and created mailings, email blasts and special offers for concierges at 25 local hotels and conference centers to increase ticket purchases by Atlanta visitors
* Devised proposal for partnerships with local restaurants providing patrons with discounted dining opportunities

**Nashville Shakespeare Festival,** Nashville, TN May 2019 - Aug 2019

*Administrative Intern*

* Represented the organization at fundraisers and public relations events communicating the Festival’s mission, current projects and opportunities to get involved
* Created content for Nashville Shakespeare Festival’s website and social media outlets accessible to 10,000 patrons
* Researched and contacted regional foundations about grant application procedures to build list of potential donors for future productions

Leadership & Volunteer Experience

**St. Mark United Methodist Church,** Atlanta, GA - *1st & 2nd Grade Sunday School Teacher* 2019 - 2020

**Ad Hoc Productions,** Emory University - *Secretary, Box Office Manager*  2018 - 2019

**Tour Guide Executive Board,** Emory University - *Tour Guide Training Chair, Continuing Education Chair* 2017 - 2018

Additional

**Computer Skills:** Microsoft Office Suite, Adobe Creative Suite, Google Analytics, Tessitura Messaging System