

KELLEY BOSTIAN

Writer, Content Creator, Digital Marketer

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🌐 kelly-j-bostian.com 📍 Atlanta, GA.

EXPERIENCE

Digital Media Manager

Alma Coffee 2020 — Present 📍 Holly Springs, GA.

- Managed Alma's digital media presence, including web assets, social media, email/sms, paid ads, & e-commerce systems.
- Created and curated digital content for all necessary marketing channels, with a heavy focus on photo, video, & graphic design.
- Composed long and short form writing in compliance with SEO research & best practices targeted to reach new audiences.
- Spearheaded the development of research-based marketing strategies across all digital marketing platforms.

Content Manager; Co-producer

Six Page Scripts 2020 — 2021 📍 Kennesaw, GA.

- Planned, recorded, edited, and uploaded weekly podcast episodes for 1000+ active listener audience.
- Produced and managed weekly social media content for active listeners on Instagram, YouTube, and Twitter.

Copywriting Intern

Country Club Prep 2019 📍 Atlanta, GA.

- Composed long-form, SEO-driven blog posts for CCP's company website and email newsletter subscribers.
- Drafted original, product-specific copy for CCP's various clotheslines that circumvented e-commerce SEO restraints.

Editorial Assistant

The Pulse Magazine 2017 📍 Chattanooga, TN.

- Composed 2-4 art, music, or biographic weekly magazine articles following in-house AP style conventions.



SKILLS

Professional Writing

SEO Blog Writing Product Copywriting AP Style
Email Marketing Editing & Proofreading

Content Creation

Videography/Editing Graphic Design
Product Photography Audio Engineering

Digital Marketing

Social & Web Management KPI/Analytic Reporting
Product Development Seasonal Campaign Strategy

Primary Tools & Softwares

Adobe Premiere, Lightroom, In-design, & Illustrator
Klaviyo/Mailchimp Google Analytics MS Suite

EDUCATION

M.A. Applied Writing

Kennesaw State University 2021 GPA: 4.0

- Primary concentration(s) in copywriting, screenwriting, social media writing, and composition pedagogy.
- Graduate Teaching Assistant (2019-2021); Thesis title: "Video for All: An Argument Towards Standardization of Video Production" (2021)

B.A. Rhetoric & Professional Writing

Univ. of Tennessee Chattanooga 2017 GPA: 3.4

- Majored in rhetorical theory, grant writing, creative writing, & feature writing; Minored in Communications.

