

Kelly Giammarino

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EDUCATION

James Madison University | Harrisonburg, VA

Graduation Year: May 2021 Communication Studies B.S. *Concentration Organizational Communication*, Music Industry Minor

RELATED EXPERIENCE

JMU Women in Entertainment, Social Media and Communications Chair

Jan 2021-May 2021

- Founding member, created marketing materials (i.e., flyers, business cards, graphics, etc.) through Canva for weekly events and meetings
- Updated social media for 100+ followers and posted pictures from events and meetings, collaborated with executive board on recruiting new members

JMU Up and Up Festival

Sept 2020-Dec 2020

- Promoted and hosted a virtual music festival with the company Up and Up featuring artists Ekali, San Holo, NGHTMRE, 3LAU, Ghastly, and Sullivan King
- Contacted and booked local artists for a JMU virtual pre-party
- Advertised the show on social media, and contacted my organizations to help get people to attend it on Zoom

Alumni and Parent Relations Committee Head

Jan 2019-Jan 2020

- Updated alumni and parents on Tri Sigma Sorority through monthly newsletters for two semesters, planned and supervised alumni events specifically homecoming

Triangle Committee Head

Jan 2018-Jan 2019

- Responsible for writing and submitting articles to the national sorority magazine about our chapter and its accomplishments once or twice a semester

Shawn Mendes Album Launch

November 2014

- Event assistant for the launch of Shawn Mendes's song and album on a Tour Bus in NYC at the Kelly and Michael Show, observed marketing and advertising aspects

ADDITIONAL EXPERIENCE

Office Assistant University Health Center JMU

Jan 2019- May 2021

- The first point of contact to provide quality service to students scheduled for appointments or advocacy services
- Scheduled up to 10 appointments per day per employee in Medicaat Scheduling System, answered and transferred phone calls, organized and maintained office space

Pelican Ski and Patio - Cashier/Sales Associate

May 2016- June 2021

- Aided customers with purchases and returns and helped customers find items
- Managed and filed 20-40 pieces of rental paperwork per day, and answered 10-20 phone calls per day

CAMPUS LEADERSHIP

FROG (First Year Orientation Guide)

Sept 2019-May 2020

- Led and helped 35 first-year students adjust to school the first orientation weekend (3-days) and throughout their first year at JMU
- Guided first years, assisted them around campus, and fully adjusted them to college life

Arc Degree Leader

Sept 2018-Nov 2018

- Educated a group of 5-10 new members regarding facts and history of the chapter
- Aided them with studying and learning materials through study sessions and group discussion

CAMPUS ORGANIZATIONS

Women in Entertainment

Jan 2021- May 2021

- Founding member and the social media and communications chair, an organization dedicated to empowering women to pursue careers in the entertainment industry

Lambda Pi Eta

Fall 2020- May 2021

- A communication studies honor society, member of the Gamma Beta chapter

Epsilon Nu Tau

Jan 2020-May 2021

- A professional co-educational college fraternity for students interested in entrepreneurship, member of the Kappa Chapter

Tri Sigma Sorority

Sept 2017- May 2021

- A national American women's sorority, member of the Alpha Upsilon Chapter
- Arc Degree Leader, Triangle Magazine Committee Head, Alumni/Parent Relations Committee Head

SKILLS AND CERTIFICATIONS

- IF Certification Program in Collaborative Discussion: Recipient of the Interactivity Foundation's Certificate in Collaborative Discussion recognizing skills necessary to be a vital contributor in group discussions