

Kasha Ely

(919) 619-4496 • 4104 Westwood Drive, Efland, NC 27243 • klmammone385@gmail.com
<https://www.linkedin.com/in/kasha-ely/>

EDUCATION

University of North Carolina at Chapel Hill, Hussman School of Journalism and Media **Chapel Hill, NC, USA**
Master of Arts, Digital Communications December 2019

- Hussman School of Journalism and Media — Joy Gibson MATC Cohort Award 2019

University of North Carolina at Chapel Hill, School of Journalism & Mass Communication **Chapel Hill, NC, USA**
Bachelor of Arts, Photojournalism May 2014

Alamance Community College **Burlington, NC, USA**
Associate of Arts June 2012

- Phi Theta Kappa Honor Society member
 - Carolina Student Transfer Excellence Program participant — acceptance based on merit
-

EXPERIENCE

The Odum Institute for Research in Social Science **Chapel Hill, NC, USA**
February 2015 – Present

Oldest institute at the University of North Carolina at Chapel Hill; individual contributor on team of 45; Adobe suite, Microsoft Office, Trello, WordPress, Hootsuite, Google & social media analytics, ATLAS.ti, Mailchimp

Public Communications Specialist & Consultant January 2019 – Present

- Developed and implemented strategic marketing plan for institute based on earlier data analyses of institutional metrics and findings from focus groups with key audience segments
- Performed usability testing to optimize website user experience and supervised redesign based on findings
- Led committee on planning events throughout the year for institute's 95th anniversary, including a speaker series, graduate student symposium, keynote address and gala, with a combined attendance of more than 700
- Supervised 2 part-time student employees as they assisted with day-to-day communications and audio transcription projects

Visual Arts Specialist November 2017 – January 2019

- Designed and developed a new institutional website, increasing traffic by 51.5% in the first year
- Founded audio transcription service for qualitative researchers on campus, executing contracts and managing projects for clients from a wide variety of disciplinary backgrounds
- Led focus groups with institutional clients to gauge perceptions of the institute and needs of researchers on campus, completing qualitative analyses on responses and generating a final report for leadership
- Collaborated with statistical analysts to revamp data collections strategy for institutional metrics, performing quantitative analysis on 5 years of consulting, training, social media and website data
- Managed institutional social media accounts, produced biweekly newsletters, increased social media following by 140% and transitioned newsletter to Mailchimp

Broadcast & Emerging Media Specialist February 2015 – November 2017

- Produced institutional outreach materials, including videos, event photos, brochures and flyers
- Filmed and edited videos for 4-part massive open online course in collaboration with data archivists in the U.S. and Europe, accessed by 13000+ international users
- Provided virtual classroom support by managing the scheduling, recording and broadcasting of live trainings
- Crafted and disseminated institutional news through social media and weekly newsletters to 14,000+ subscribers

Tellurvision **Raleigh, NC, USA**
August 2014 – August 2016

Full service video production company; local team of 5

Assistant A/V Producer

- Assisted in the setup and broadcast of Chapel Hill town council, OWASA and school board meetings
- Collaborated with primary producer to ensure smooth transitions between shots and graphics
- Updated and implemented graphics and adjusted audio levels in real time throughout broadcasts