

Kelli A. Gill

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Objective

Utilize my education in communications and management to obtain a full-time position in marketing in which I will gain valuable experience in a competitive environment and the ability to grow personally and professionally.

Education

University of Minnesota

Minneapolis, Minnesota / Graduation May 2017

Bachelor of Arts Communications Studies
Minor: General Management
Cumulative GPA: 3.45
Major GPA: 3.77

Experience

Pohlad Companies

Minneapolis, Minnesota

Carousel Motor Group- Human Resources Coordinator

September 2016 – Present

- Manage compliance related reporting for 12 automotive dealerships by analyzing data and partnering with store general managers to ensure maximum group participation
- Coordinate large scale trainings for 800 employees in efforts to improve manager and employee relations and decrease turnover rates
- Assist with the onboarding and off boarding process of employees and ensure proper brand representation at job fairs

Pohlad Companies

Minneapolis, Minnesota

Pohlad Companies- Branding and Marketing Intern

May 2016 – September 2016

- Partnered with the Senior Vice President of Strategic Branding and Marketing at Pohlad Companies to collaborate and implement marketing initiatives for Go MN, DpHUE and Carousel Motor Group
- Planned large scale sales events and campaigns for 12 different automotive dealerships through traditional and digital mediums
- Evaluated the use of third party vendors in 12 locations and assisted in saving over 20% in our annual digital marketing spend by eliminating low traffic platforms

Night Sports USA

Minnetonka, Minnesota

Business Development and Marketing Intern

May 2013 – Present

- Participate in the development of various innovative products as well as contributed to the marketing process by creating different social media platforms to increase customer contact
 - Communicate with customers and manufacturers globally, building relationships
 - Perform in office tasks such as responding to emails, order fulfillment and the shipping of products to guarantee office efficiency
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Involvement

Alpha Phi Epsilon Chapter

Minneapolis, Minnesota

Member

September 2013 – September. 2015

- Fostered collaboration within our chapter to help plan major events throughout the year
- Served as a member of the Social Media Committee in charge of branding and promoting the Alpha Phi Red Dress Gala event, raised \$65,000 for women's cardiac care
- Integrated new members into the chapter by spending time with them to facilitate them into the chapter

Women in Business Club

Minneapolis, Minnesota

Member

Sept. 2014 – Present

- Engage in different activities set out to educate future women in business
- Participate in functions featuring professionals to build networks
- Administered check in booth, welcomed guests, and managed donations at Wine, Women, and Shoes, an event that supports the University of Minnesota's Children's Hospital

