

LEAH KAY

MEDIA ANALYTICS STUDENT

CONTACT

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EDUCATION

Elon University, Elon NC - 2019

Major: Media Analytics

Minor: Religious Studies

University of Otago, Dunedin, NZ

July - November 2017

LEADERSHIP

Panhellenic Association, Elon NC

January - February 2018

- Facilitated potential new members (PNMs) through the formal sorority recruitment process
- Maintained relationships with PNMs throughout the process as a neutral third party to discuss their experiences
- Coordinated 60+ girls through the formal recruitment week to visit Sorority houses

Elon University Hillel, Elon NC

Greek Engagement Intern - January - May 2018

- Connected with Jewish, Greek-affiliated students to promote involvement in Hillel.
- Engaged with 55 Jewish, Greek students at 2 events
- Received feedback from a survey about the events and overall Jewish life on campus

TECHNICAL SKILLS

- Microsoft Office
- Brochure and Program Flyer Design
- All Social Media Platforms
- **Code:** R Studio, HTML 5, CSS 3
- Tableau
- *Certified in the Hootsuite Social Listening Platform*

EXPERIENCE

Center for the Study of Religion, Culture, and Society, Elon NC

Communications Intern - August 2018 - Present

- Assist in planning & promoting events on social media platforms for religious studies department
- Create awareness of different research & scholarship programs on for undergraduate students
- Work on design programs to create logos, promotional flyers, and visual social media posts
- Update the Center's website page on Elon's official website through WordPress

Modern Zen Warrior, Philadelphia, PA

Brand and Business Development Intern - October 2018 - January 2019

- Convert business files from paper to digital
- Organize company & client information in Excel & MailChimp to expedite access to all records
- Create & manage social media accounts
- Produce various social media content posts with photos and other multimedia

Live Oak Communications, Elon, NC

Media Analytics Supervisor - January 2018 - Present

- Assess the effectiveness of social media content based on client goals
- Create media evaluation reports from client media use effectiveness
- Support, advise, & analyze account teams' social media campaign performances & reports
- Strategize for SEO by understanding keyword priorities & integration in content marketing plans
- Conduct qualitative and quantitative research appropriate to pre-defined client criteria

Account Executive - August 2016 - May 2017

- Represented interests of & maintaining relationships with clients for the student-run agency
- Conducted research on retirement trends to improve understanding of client base
- Organized re-filming for high-quality weekly video news segments for Fisher Wealth Management
- Strengthened strategic communication on social media to attract current and prospective clients

Horizon Media Inc., New York, NY

Horizon Next - Digital Media Planning Intern - June - August 2018

- Maintained campaign launches on a weekly basis by updating dashboards with digital media data
- Created screenshot decks for clients' live advertisements with dimensions and creative details
- Constructed digital strategy and point-of-view analysis of media opportunities for clients
- Provided media landscape intelligence to grow client's knowledge for audiences & primary goals
- *Winner: WayUp National Intern 100 List 2018*