



# KELSEY BERNIUS

CONTENT  
MARKETING MANAGER

## CONTACT

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 @bernius

 @bernius

## ABOUT

I am a thoughtful, articulate and dependable writer with demonstrated success conceptualizing, producing and deploying content.

Denver-based. Montana-bred. Fueled by strong coffee, single track and snowflakes.

## EXPERIENCE

### CONTENT MARKETING MANAGER

VANGUARD COMMUNICATIONS | JAN 2016 - PRESENT

- Total content strategy and deployment for 10 healthcare clients
- Web copywriting, newsletter, social media, blogging and public relations

### MULTIMEDIA PUBLIC RELATIONS SPECIALIST

VANGUARD COMMUNICATIONS | DEC 2014 - JAN 2016

- Generalist public relations project manager
- Copywriting for web pages, blogs, newsletters, social media and press releases

### COMMUNICATIONS COORDINATOR

PCL CONSTRUCTION | JUNE 2012 - NOVEMBER 2016

- Corporate and executive communications
- Media and public relations
- Project and Employee features
- Internal communications

### PSIA CERTIFIED ALPINE SKI INSTRUCTOR (AKA SKI BUM)

MAMMOTH LAKES, CA | WINTERS OF 2009/2010 & 2010/2011

- Teaching children and adults safe resort skiing

### FREELANCE JOURNALIST

MISSOULA INDEPENDENT | JUNE 2008-JUNE 2010

- Wrote album reviews, arts and entertainment features for Missoula's weekly independent newspaper.

## SKILLS & SOFTWARE

- Copywriting/SEO strategy
- Project management
- Client Communications
- Social media strategy
- Web content development
- Traditional and digital media relations
- Wordpress
- Google Analytics & Adwords
- MailChimp
- Adobe Creative Suite
- Hootsuite
- Intervals (PMS)
- Sharepoint

## EDUCATION

### BACHELOR OF ARTS, MAJOR IN JOURNALISM

UNIVERSITY OF MONTANA, MISSOULA | 2005 - 2009

GPA: 3.7