

Kellen Aguilar

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EDUCATION

Northwestern University

Masters of Arts, English

June 2019

Evanston, IL

Whittier College

Bachelor of Arts, *summa cum laude* (3.96/4.00 GPA), English and History (Minor: Spanish)

May 2016

Whittier, CA

- President, Phi Alpha Theta History Honor Society
- Sigma Tau Delta English Honor Society
- Omnicron Delta Kappa Leadership Honor Society
- Outstanding Graduate in the English Major
- Outstanding Graduate in the History Major
- Study Abroad/Research in Cuba and South Africa
- ASWC Senate Commuter Representative
- Mellon Mays Undergraduate Fellowship
- Barbara Ondrasik '57 and David Groce Fellowship
- Albert Upton RCSC Research Fellow
- Rotary Club of Whittier Scholarship
- Los Angeles Philharmonic Scholarship
- Smith Trust Fund Scholarship
- John Greenleaf Scholarship

EXPERIENCE

Kellen Aguilar Consulting

Consultant/Freelancer

September 2016 — Present

Los Angeles, CA and other locations

- Provide WordPress web design services, such as: recommending site layouts that are tailored to client needs; securing and/or renewing domain names, web hosting services, and SSL certificates; creating nested, multi-page WordPress sites through combination of WordPress templates and custom HTML, CSS, Javascript; incorporating E-commerce and blog functionality; setting up professional domain email and walking clients through how to link domain email to email clients like Apple Mail, Gmail, Outlook; managing or addressing issues related to FTP and MySQL; writing SEO-friendly copy and metadata tags; tuning site responsiveness to mobile devices; writing technical manuals and reference guides for each client upon completion of project.
- Offer graphic design services using Adobe Creative Suite, including Photoshop, Illustrator, and InDesign. Past projects include: corporate sponsorship decks, company annual reports, CDs, event flyers, web advertisements, business cards, business logos, email block signatures, website banners, PowerPoint slide graphics, blog images, ad campaign mail inserts, appeals collateral.
- Perform professional writing and editing services for various clients. A recent project entailed editing, revising, and adding proper Chicago Style citations to a charter school petition, which was subsequently submitted to the Long Beach Unified School District and the Los Angeles County Office of Education.
- Teach writing and composition at ESL (Student Enrichment Academy) and SAT/ACT prep academies (Elite Educational Institute), as well as privately to individual clients. Topics include: English grammar rules; sentence structure; vocabulary and word usage; essay and personal essay writing; academic, business, resume, and creative writing; academic success methods and reading strategies; SAT/ACT, GATE, and CBEST written and verbal test preparation.

Los Angeles Review of Books

Editorial Assistant

January 2017 — June 2018

Los Angeles, CA

- Assist Economics and Finance Section Editor to manage workflow by proofreading articles for grammar and formatting issues, identifying pull quotes from articles to be used on the LARB site and to promote each article on Twitter and Facebook, writing SEO-friendly metadata tags and keywords for each article, corresponding with contributors for information to set up their profiles and to field questions regarding publishing schedule and payment.
- Manage Economics and Finance Section Editor's WordPress sites. Tasks performed include: creating individualized WordPress sites for Section Editor's college literature and writing courses; digitizing course syllabi and assignments calendar; setting up a user registration area and monitoring users' site activity; establishing a forum for students to upload writing assignments, discuss assigned readings and each other's work, and post questions.

Whittier Union High School District

Substitute Teacher

March 2017 — February 2018

Whittier, CA

- Provided short and long-term instruction for various classes, including: Algebra I & II, Anatomy, AP Biology, Biology, AP English Literature, AP Environmental Science, AP Geography, AP Physics, AP U.S. History, Business & Digital Arts, Computer Science, Engineering, English & Composition, ESL/ELL, French, Government, Honors Chemistry, Honors Geometry, Math Analysis, Physical Education, RSP/Special Day Class, Spanish, Track & Field, World Civilization.
- Mentored students in academic success skills and offered guidance through college applications process.
- Performed the responsibilities of a mandated reporter by connecting student victims of sexual assault, drug abuse, or child abuse with district counselors and resources.
- Maintained several professional relationships with faculty and administrators at Whittier High School, California High School, and La Serna High School, and was strongly recommended to the district for rehiring in successive semesters.

American Youth Symphony

Public Relations Specialist

June 2016 — February 2017

Los Angeles, CA

- Utilized Adobe Photoshop, Illustrator, and InDesign to design promotional collateral for company's 2016/17 concert season, including a 12-page annual report, a corporate sponsorship deck for a major fundraising event, an appeals letter in the voice of the new music director, a digital marketing informational sheet, an audience and press testimonials page, audition and concert season flyers, subscription renewal materials, and a season brochure.
- Composed eight individual press releases for company's 2016/17 concert season in both English and Spanish, as well as translated 2016/17 concert season brochure from English to Spanish.
- Narrated company history and promoted concert and events through Facebook and Twitter.
- Photographed and filmed concert events, such as the 2016 AYS Member's Priority Concert, a 2016 private fundraising and concert event featuring world-renowned musicians Yuja Wang and Leonidas Kavakos, and the 2017 AYS Gala Concert at Royce Hall of UCLA.
- Supervised Program Notes Intern in researching and editing program notes for 2016//17 concert season brochure.
- Reorganized mailing list database, transferred donor prospecting list from Word to Excel, relocated important company files from private server to Box, and updated PatronManager database.

- Set up and managed promotional booth at the Pasadena Levitt Pavilion's Summer Concerts in the Park series.

Whittier College Writing Associates Program

August 2015 — May 2016

Writing Associate

Whittier, CA

- Taught full sections of a college writing course on Shakespeare, which entailed preparing lesson plans, setting learning objectives, designing class activities, and leading discussions of assigned readings.
- Hosted weekly office hours to tutor students in preparation for essays and exams, and to answer questions regarding such topics as financial aid, counseling services, scheduling and signing up for classes, coping with living in a new environment away from family and friends.
- Participated in professional development and safety workshops on topics ranging from how to provide effective academic counseling and advise students who have expressed intent to harm themselves or others to proper protocol during an active shooter emergency.

Weingart Center for Career and Professional Development

October 2012 — May 2016

Assistant to Social Media Manager

Whittier, CA

- Collaborated with Social Media Manager to create and curate digital content on Facebook, Twitter, and Instagram, maintain a shared Google Calendar of monthly posts to maximize event promotion and reach, preschedule posts via marketing management tools like Hootsuite, and pull monthly social media analytics to measure growth and audience engagement, determine peak traffic times, and identify top-performing content.
- Photographed organization events (e.g. Backpack to Briefcase, career and graduate school fairs, guest speaker Q/As), archived and backed up images, and utilized Adobe Photoshop to enhance selected images before posting them to social media or using them in promotional collateral like office brochures and flyers.
- Trained new employees on how to use Adobe Photoshop, digital camera equipment, Hootsuite, Microsoft Excel, Facebook and Twitter Analytics, NEAT scanning software, and on general office maintenance and procedures.
- Researched alternatives to a CSO student-employer database, taking into consideration budget and time restraints, which led to an overhaul of organization's database system.
- Prepared office space and conference hall for major events like career fairs and guest speaker presentations.
- Performed routine administrative office duties such as managing the front desk office, providing customer service to clientele in-person and by phone, arranging appointments with career counselors, updating database of employer contacts via NEAT software, digitizing and archiving business cards, and maintaining clean presentation of office space.

Whittier College Dean of Students Office

September 2013 — January 2015

Social Media Specialist

Whittier, CA

- Coordinated with social media team to curate and create digital content for WCtheRock, a student-centered social media brand on Facebook, Twitter, and Instagram.
- Organized and promoted a Gingerbread House Contest during the month of December 2014, which led to a 40% increase of WCtheRock's Facebook and Twitter followers.

- Live-Tweeted, photographed, and filmed various events on the Whittier College campus such as dances, speaking engagements, and research conferences to be promoted through WCtheRock's social media.
- Utilized Adobe Photoshop to create promotional collateral (flyers, Facebook cover photos, memes) for numerous campus department events and services.
- Worked with social media team to set monthly target followers, likes, and reach goals; pull data from Facebook Analytics, Twitter Analytics, and Instagram Insights; and present monthly results to New Student Programs Coordinator.

Whittier Historical Society & Museum

May 2013 — September 2014

Writer/Editor & Archivist

Whittier, CA

- Planned, researched, composed, and edited a schedule of articles for *The Whittier Museum Gazette*, a monthly subscription-based newsletter, which also entailed formatting the newsletter layout using Microsoft Publisher and designing event advertisements using Adobe Photoshop.
- Arranged museum exhibits and pitched ideas for new exhibits and events, such as a swap meet fundraiser and a children's magic show, at bimonthly meetings with the Museum Director and President of the Board of Trustees.
- Led effort to establish Whittier Museum's social media presence by creating a Facebook, Twitter, and Instagram page for the museum, posting to them through Hootsuite, and training successive employees on how to use Hootsuite.
- Updated Whittier Museum's patron and donor Microsoft Excel database to facilitate circulation of appeals letter materials, newsletters, and event flyers.
- Provided customer service to patrons in-person or by phone regarding the museum's business hours, types of exhibits, discounts for class field trips and educational programs, types of records housed in the museum, and how to donate to the museum.
- Maintained overall cleanliness and presentation of museum by organizing in-house library, restocking pamphlet and program area, dusting and sweeping exhibits.

Quaker Campus, EdenKeep.org

September 2012 — May 2014

Freelance Journalist

Whittier, CA and other locations

- Wrote feature and spot news articles for *The Quaker Campus*, a weekly newspaper, and the environmental advocacy website *EdenKeeper.org*, which entailed conducting research and interviewing subjects in person and by phone.
- Communicated with section editors to revise initial drafts of articles before publication.
- Incorporated photography into reporting, using Adobe Photoshop to enhance images for publication.
- Developed and maintained relationships with various contacts for newsworthy tips and information.

PIH Health

February 2011 — December 2012

Cashier

Whittier, CA

- Provided customer service to patrons in-person and by phone in order to calculate purchases, address questions, and catalogue delivery information for patient gifts.

- Worked closing shifts, which required counting money in register against returns and transfers, logging the day's total revenue in order to track sales and safeguard against theft, taking inventory of all merchandise, and locking down the store.
- Trained new hires on the above responsibilities and protocols.

SELECTED PUBLICATIONS & PRESENTATIONS

Published Scholarship

- “How to White Man: Intersections of Race and Gender in Ernest Hemingway's 'The Short Happy Life of Francis Macomber,’” *Mellon Mays Undergraduate Fellowship Journal* 6 (Spring 2015): 3.

Public History Exhibition

- “Salvation Army Bell Shelter: An Environmental Case Study,” Wix, *Wix.com*, 10 November 2014.

Journalism, Press, & Editorials

- “American Youth Symphony Members Appreciation Concert Features *Appalachian Spring*, American Youth Symphony, *aysymphony.org*, 20 April 2017.
- “Annual AYS Gala Features Concerto Competition Winner Rachael Ostler on Korngold’s Violin Concerto, Along With Works by Mozart and Rachmaninoff, on April 22,” Newswire, *newswire.com*, 18 March 2017.
- “American Youth Symphony Joins Forces with Rock Icon Steve Vai in a Concert Including His Original Works, as Well as *The Rite of Spring* and a Piece by Esa-Pekka Salonen,” Newswire, *newswire.com*, 9 February 2017.
- “American Youth Symphony to Perform Free Concert Featuring Songs from Notable Playstation Games,” Newswire, *newswire.com*, 10 January 2016.
- “Free ‘Family Music Adventure’ Concert from American Youth Symphony and First 5 LA,” Newswire, *newswire.com*, 2 February 2016.
- “Back to the Future Film Score to be Performed Live-to-Picture by American Youth Symphony Orchestra,” PR Web, *prweb.com*, 21 October 2016.
- “American Youth Symphony Musicians Take the Stage at LACMA’s Bing Theatre as Part of Free Concert Series,” Newswire, *newswire.com*, 28 September 2016.
- “Newly-Appointed Music Director of the American Youth Symphony Conducts Free Concert at UCLA’s Royce Hall,” WDRB, *wdrb.com*, 20 September 2016.
- “The American Youth Symphony Celebrates a 52nd Concert of Season ‘Firsts,’” Newswire, *newswire.com*, 8 September 2016
- “Huntington Beach Community Comes Together for Annual Celebration of Water,” Eden Keeper, *edenkeeper.com*, 10 September 2014.
- “The Freedom Writer,” *The Whittier Museum Gazette* 40, no. 12 (December 2013): 1.
- “A Spectacular Space Walk of Human Spirit,” The Quaker Campus, *thequakercampus.com*, 9 October 2013.
- “Ultimate Frisbee Soaring Through Whittier Campus,” The Quaker Campus, *thequakercampus.com*, 2 October 2013.

- “Whittier’s Woebegone Wanderers,” *The Whittier Museum Gazette* 40, no. 10 (October 2013): 1.
- “One Man’s Trash....” *The Whittier Museum Gazette* 40, no. 9 (September 2013): 1.
- “Hidden Heritage: Who was Pio Pico?” *The Whittier Museum Gazette* 40, no. 7 (July 2013): 1.
- “Poets Unite with Habitat for Humanity for Shantytown,” The Quaker Campus, *thequakercampus.com*, 25 October 2012.
- “Enjoy a Though Provoking Mind Trip Up Future Lane in *Looper*,” The Quaker Campus, *thequakercampus.com*, 4 October 2012.

Presentations

- “Riffing Hemingway: The ‘Short Happy Life of Francis Macomber’ in Jennifer Egan’s *A Visit From the Goon Squad*,” *Whittier College English Department Senior Symposium*, Whittier College, Whittier, California (November 28, 2015).
- “How to White Man: Intersections of Race and Gender in Ernest Hemingway’s ‘The Short Happy Life of Francis Macomber,’” *Southern California Conference for Undergraduate Research*, Harvey Mudd College, Claremont, California (November 22, 2015).
- “The White Male Ideal in Ernest Hemingway’s ‘The Short Happy Life of Francis Macomber,’” *Mellon Mays Undergraduate Fellowship Regional Research Conference*, Stanford University, Stanford, California (October 30, 2015).
- “Paradise Noshed: The Fall of Anthropophagic Utopia,” *Whittier College History Department Senior Symposium*, Whittier College, Whittier, California (April 20, 2015).
- “Coloring in the Lines: Questions of Race in Hemingway’s ‘The Short Happy Life of Francis Macomber,’” *Undergraduate Research, Scholarship and Creative Arts Conference*, Whittier College, Whittier, California (March 23, 2015).
- “Salvation Army Bell Shelter: An Environmental Case Study,” *LA Riverfest*, Salvation Army Bell Shelter, Bell Gardens, California (November 16, 2014).
- “Fetishizations of Race in Ernest Hemingway’s ‘The Short Happy Life of Francis Macomber,’” *Southern California Conference for Undergraduate Research*, California State University Fullerton, Fullerton, California (November 24, 2014).
- “Coloring in the Lines: Locating Race in Hemingway,” *Mellon Mays Undergraduate Fellowship Regional Research Conference*, Whittier College, Whittier, California (October 30, 2014).

SKILLS & INTERESTS

Skills

Web and Graphic Design, Video Production:

- Adobe Photoshop, Illustrator, InDesign, Lighroom
- WordPress
- HTML, CSS
- SEO, Metadata
- E-Commerce
- Photography (Canon, Nikon Camera Systems)
- iMovie

Social Media Messaging and Analytics, Content Management:

- Facebook, Twitter, Instagram, Snapchat, YouTube, Vimeo
- Hootsuite
- iOS, Windows Operating Systems
- Microsoft Office, Excel, PowerPoint, Publisher, Outlook
- Keynote, Pages, Apple Mail
- Gmail, Google Drive, Google Calendar
- Box, Dropbox
- 53 NWPM Typing Speed

Public Relations and Communications, Other:

- Spanish
- Copywriting, Copy Editing
- Journalism, News Reporting and Analysis
- Technical Writing
- Research
- Publishing
- Archival Work, Data Entry
- Public Speaking
- Teaching, Mentoring Children and Young Adults
- Customer Service

Interests: Meeting new people, learning new skills, hard sci fi, photography, cooking, running/hiking, video games, travel.

REFERENCES

Charles Adams

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Whittier College, Department of
English Language & Literature
562.907.4200 ext. 4982
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