

Kellen Aguilar

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EXPERIENCE

Kellen Aguilar Consulting

Consultant/Freelancer

September 2016 — Present

Los Angeles, CA and other locations

- Create nested, multipage, search engine optimized WordPress sites through combination of WordPress templates, plugins, and custom HTML, CSS, and Javascript.
- Utilize Adobe Creative Suite to design corporate business logos, business cards, web advertisements, website banners, email blocks, event flyers, and more.
- Perform professional writing and editing services for various clients. A recent project entailed editing, revising, and adding proper Chicago Style citations to a petition for a charter school in Long Beach.
- Teach writing and composition at ESL and SAT/ACT prep academies, as well as privately to individual clients. Past clients include Elite Educational Institute and Student Enrichment Academy.

Los Angeles Review of Books

Editorial Assistant

January 2017 — June 2018

Los Angeles, CA

- Proofread articles for grammar and formatting issues to assist Economics and Finance Section Editor with workflow.
- Corresponded with contributors regarding photo permissions, payment processes, revisions, and more.
- Identified pull quotes to promote recently published articles on Facebook and Twitter.
- Wrote SEO-friendly metadata tags and keywords for each article to ensure higher search engine rankings.
- Designed and managed WordPress sites for Economics and Finance Section Editor's college literature and writing courses.

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, such as an annual report, a corporate sponsorship deck, a brochure, flyers, and more.
- Composed eight individual press releases for company's 2016/17 concert season in English and Spanish.
- Photographed and curated images from company events and concerts.
- 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.

Weingart Center for Career and Professional Development

Assistant to Social Media Manager

October 2012 — May 2016

Whittier, CA

- Collaborated with Social Media Manager to create and curate digital content on Facebook, Twitter, and Instagram while maintaining a shared Google Calendar of monthly posts to maximize event promotion.
- Pulled monthly social media analytics to measure growth and audience engagement, determine peak traffic times, and identify top-performing content.
- Digitized and archived business cards via NEAT software to keep employer contact database up to date.
- Provided customer service to clientele at office front desk in person and by phone.

Whittier Historical Society and Museum

Writer/Editor & Archivist

May 2013 — September 2014

Whittier, CA

- Planned, researched, composed, and edited a schedule of articles for *The Whittier Museum Gazette*, a monthly newsletter.
- Formatted newsletter layout using Microsoft Publisher and designed event advertisements using Adobe Photoshop.
- Led effort to establish Whittier Museum's social media presence by creating a Facebook, Twitter, and Instagram page for the museum and posting to them through Hoosuite.

- Arranged museum exhibits and pitched ideas for new exhibits and events, such as a swap meet fundraiser and a children's magic show.

EDUCATION

Northwestern University

Master 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
- Mellon Mays Undergraduate Fellowship
- Albert Upton RCSC Research Fellow
- Los Angeles Philharmonic Scholarship
- ASWC Senate Commuter Representative
- Study Abroad/Research in Cuba and South Africa

SELECTED PUBLICATIONS & PRESENTATIONS

Journalism, Press, & Editorials

- "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.
- "Back to the Future Film Score to be Performed Live-to-Picture by American Youth Symphony Orchestra," PR Web, *prweb.com*, 21 October 2016.
- "Newly-Appointed Music Director of the American Youth Symphony Conducts Free Concert at UCLA's Royce Hall," WDRB, *wdrb.com*, 20 September 2016.
- "Huntington Beach Community Comes Together for Annual Celebration of Water," Eden Keeper, *edenkeeper.com*, 10 September 2014.
- "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.

Presentations

- "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).
- "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).

SKILLS & INTERESTS

- **Skills:** Adobe Creative Suite, WordPress, HTML, CSS, SEO, Metadata, iOS & Windows, Microsoft Office Suite, Google Applications, Spanish, Social Media Messaging, Copywriting, Technical Writing, Public Speaking, Teaching English to Children/Adolescents/Adults, Research, Publishing, Customer Service, 53 NWPM Typing Speed.
- **Interests:** Meeting new people, hard sci fi, photography, cooking, running/hiking, learning new skills.