

Kellen Aguilar

kellenaguilar.com | kaguilar@kellenaguilar.com | +1 (562) 217-9399 | Whittier, CA

COMMUNICATIONS AND ADMINISTRATIVE SUPPORT PROFESSIONAL

Proactive, highly-organized, and bilingual team player with strong writing, technical, and customer service skills. Background in communications, journalism, and public relations. Tech savvy and adaptable with experience making a positive impact in non-profit, healthcare, and higher education settings.

SKILLS

Software and Tools

Microsoft Office Suite
Adobe Creative Suite
Adobe Document Cloud
Google Suite

Other Tech. Skills

macOS, Windows
WordPress, Drupal
Zoom, Webex, etc.
Digital photography

Clerical & Admin.

68 GWPM, 53 NWPM
Calendaring
Phone, front desk service
Data entry and analysis

Communications

Spanish fluency
News and press
Social media mngrt.
Customer relations

EXPERIENCE

Whittier College

Associate Director of Digital Communications

(40+ hours/week) March 2020—July 2020

Whittier, CA

→ *Assisted the Associate Vice President of Marketing and Communications in overseeing the daily content operations for the College's website, email marketing campaigns, and social media channels.*

- Achieved significant workflow efficiency (40% cycle time reduction) by developing a 52-week editorial calendar in Microsoft Excel to plan out social media content and track and report analytics.
- Boosted traffic to the College website's news, department, and alumni pages by 30% by writing and publishing search engine optimized feature stories, briefs, and profiles on constituencies.
- Played a key role as assistant editor in publishing The Rock—a major quarterly student and alumni magazine—by developing story ideas, copyediting articles, and updating the magazine website.
- Executed departmental requests (e.g. marketing videos, event promotion) and served as a main point of contact for information on the College's activities, services, policies, and objectives.

PIH Health

Social Media Intern

(20 hours/week) June 2019—March 2020

Whittier, CA

→ *Supported the Director of Communications in conceptualizing, managing, and implementing the hospital organization's social media program to actively grow its online community.*

- Surpassed reach goal by 20% by creating high-performing multimedia content—blog posts, social media posts, graphics, videos, press pitches—while adhering to AP style and brand guidelines.
- Contributed significantly to marketing strategy by researching tools to streamline content production and innovate on current practices, reducing workflow processes by at least 50%.
- Delivered exceptional customer service by moderating and responding to community messages across Facebook (100% response rate), Twitter, Instagram, and LinkedIn in a prompt manner.

American Youth Symphony
Public Relations Intern

(40 hours/week) June 2016—February 2017
Los Angeles, CA

→ *Collaborated with the Executive Director to boost donation revenue, prepare key collateral, and ensure the successful promotion of the Symphony's 2016/17 concert season.*

- Expanded the Symphony's audience by 10% by promoting it in eight individual press releases in English and Spanish, as well as translating the Symphony's Wikipedia page and website to Spanish.
- Took the lead on writing and designing the promotional collateral for the Symphony's concert season, including an annual report, a corporate sponsorship deck, flyers, and event calendars.
- Prepared and facilitated launch of donor appeals mailing campaigns by reorganizing and updating patron and donor mailing lists in Microsoft Excel.

Whittier College
Administrative and Marketing Assistant

(20 hours/week) October 2012—May 2016
Whittier, CA

→ *Promoted and facilitated the College's career services by providing exceptional customer service to patrons, carrying out efforts to make the services more accessible, and producing social media content.*

- Represented the career services center with a high standard of professionalism, providing exceptional customer service to students, alumni, and employers at the front desk and on the phone.
- Spearheaded effort to research and implement a new content management system to make it easier for students and employers to interact with each other.
- Trained new team members on Adobe Photoshop, digital camera equipment, NEAT scanner, posting to the career services social media using Hootsuite, and front desk and phone etiquette.

Whittier Historical Society & Museum
Museum Docent and Writer/Editor Intern

(20 hours/week) May 2013—September 2014
Whittier, CA

→ *Facilitated museum operations by giving tours, publishing a monthly member gazette, planning and preparing exhibits and displays, and promoting the museum's programs on social media.*

- Fostered positive customer experiences by assisting patrons with information on exhibits, records and books in the Museum's library, how to donate to the Museum, and scheduling and giving tours.
- Shaped success of museum's exhibits and outreach activities by brainstorming and executing programming ideas with the Museum Director and President of the Board of Trustees.
- Increased event turnout by 25% by establishing the Museum's social media to promote programming, as well as trained new interns on social media management best practices.

EDUCATION

Master of Arts, English (4.00/4.00 GPA)
Northwestern University

June 2019
Evanston, IL

Bachelor of Arts, English/History; Spanish minor (3.96/4.00 GPA, summa cum laude)
Whittier College

May 2016
Whittier, CA